

## **Nikkil Visha**

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## **Summary**

**With an experience of over 3+ years I strategise and write the SEO rich content. Using the SEO best practices to increase traffic to the company's website is part of my current job role.** An MBA in Tourism, Travel and Hospitality Industry, I had also handled Digital Marketing projects in previous jobs which includes Facebook Marketing and Google Ad-words. I had also worked as a Faculty Member for a hotel management college. **In future, I wish to work in an environment which helps me attain personal as well as organizational goals, including job satisfaction and self development.**

## **Experience**



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### **Content Strategist**

**(Oct 2020 - Present)**

**Collegedunia.com, Gurgaon**

- **Being a content strategist my job is to find, suggest, write and provide the best articles that can add value to the company's website and also give some valuable insight to the users.**
- Writing engaging content to hold the interest of the user is part of my job.
- You can check my work as a content writer -[collegedunia.com/author/493-nikkil-visha](https://collegedunia.com/author/493-nikkil-visha)

### **Professional Summary as Content Strategist:**

- Planning and writing SEO rich content to increase the website traffic by targeting the right keywords.
- **Planning and implementing detailed SEO research using various tools like Ubersuggest, Keyword Planner, etc.**
- **Working on Google Analytics for trend analysis and identifying key areas of improvements.**
- Managing the team of 5-6 people and providing the right training and guidance to improve the work quality
- Manage the Bounce Rates and Time on Site of my articles.
- Well versed with backend - Laravel.
- Manage and create the notifications.
- Proofreading content for errors and inconsistencies.



## **Content Writer**

**(Oct 2019 - Oct 2020)**

**Collegedunia.com, Gurgaon**

- Being part of the Exams team at Collegedunia.com, I write and manage the top National Level Medical & Management Exams like NEET, CAT, XAT, and various others.
- You can check my work as a content writer -[collegedunia.com/author/493-nikkil-visha](https://collegedunia.com/author/493-nikkil-visha)

### **Professional Summary as Content Writer:**

- Managing the exam from the start of the process or event and writing the fresh content is part of my job.
- **Conducting in depth research to develop the plagiarism free content as per the ongoing and upcoming processes in the exam, creating Alert News to gain more traffic on the exam.**
- Increasing the website traffic by targeting the right keywords and SEO.
- Manage the Bounce Rates and Time on Site of my articles.
- Working on Google Analytics for trend analysis and identifying key areas of improvements.
- Well versed with backend - Laravel.
- Manage and create the notifications.
- Proofreading content for errors and inconsistencies.



## **Content Writer & Digital Marketing**

**(Apr 2019 - Oct 2019)**

**The Hotel School, Delhi**

- Handling all the social media profiles of the college.
- Running Google Ads and Facebook Ads, and writing the content for Websites, Blogs, Ads, & Posts on Social Media

### **Professional Summary:**

- Managing the Social Media accounts like Facebook, Instagram, Twitter, YouTube, Google Business Reviews.
- **Content Writing for Websites & Blogs**
- **Run Facebook lead ads and engagement ads to increase the presence online**
- **Run Google Search Ads for the college.**
- Monitor the performance of the website on Google Analytics.
- Also provide/ handle Online Counseling in the Online Chat Section of the website



**Faculty Member & Digital Marketing (July - Oct 2018)**  
**Alliance Hotel Management Academy, Hyderabad**

- Working as a Faculty Member in Alliance Hotel Management Academy
- Handling the Digital Marketing work of the Institution.

**Professional Summary:**

- As a dedicated teacher working for the professional growth of the students by providing them the proper guidance and knowledge.
- **Increasing the internet presence of the institute by using the Digital Marketing tools like Facebook Ads and Google Ads.**
- Working for the internet presence of the institute by using Digital Marketing Tools.
- Providing the hotel industry's professional training to the students.
- Guiding them about the upcoming trends in the hotel and tourism industry.



**Core Faculty Member (Mar 2017 – Apr 2018)**  
**New Era Institute of Hotel Management, Himachal Pradesh**

- Worked as a Faculty Member in Hotel Management Institute.

**Professional Summary:**

- Creative and passionate teacher dedicated to fostering a student-centered classroom environment and also committed to helping students identify and develop their own passions while becoming successful and confident.
- To provide the good working knowledge of the hospitality industry with special attention to dealing with customers.
- To give guidance to students about how to do repetitive jobs in the hotel industry with consistency and excellence.
- Conducting seminars for students about the ongoing trends in tourism industry

## **Trainee Travel Expert** **JourneyCook, Chandigarh**

**(Mar - Jun 2016)**

- Worked as a Travel Expert in Journey Cook Travel Company in the year 2016.

### **Professional Summary:**

- Customer service oriented travel expert with experience in travel and tourism industry where I had expertise in travel coordination mainly for international travel to Far East and Middle East countries.
- Provide travel consulting to customers and maintain regular communication with them prior to their departure.
- Prepared detailed itineraries for leisure tourism.
- Met with customers to discuss their travel plans and tour packages.
- Calculated travel and accommodation costs within customer budget and offered recommendations for cost savings such as off-season tours.
- Provided travel brochures and destination literature with points of interest relevant to customer needs.



### **Education**

- 1. PG - Central University of Himachal Pradesh (2014-2016)**  
MBA in Tourism and Travel Services Management
- 2. UG - Himachal Pradesh University , Shimla (2009-2013)**  
B.Tech in Information Technology

### **Skills**

- Blogs
- Content Writing
- Google Analytics
- Google Certified in Google Ads Fundamental
- Google Ads
- Lead Generation Ads
- Facebook Marketing
- SEO
- Keyword Search

