

Nitish Kumar

Digital Marketing Specialist

Profile

To work in a challenging position in an organization that offers opportunities stimulating me to innovate, learn constantly and leverage my skills to the success and growth of the organization and the self.

Contact

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Academic Qualifications

MASTER OF BUSINESS ADMINISTRATION

Symbiosis International University pune

Passing Year: Pursuing

BACHELOR OF COMPUTER APPLICATIONS

Guru Jambheshwar University of Science & Technology
Hisar

Passing Year: 2013

HIGHER SECONDARY

HPSEB, GSS School Chhota Shimla

(Himachal Pradesh)

Year of Passing:2009

TECHNICAL SKILLS:

Search Engine Optimisation

Google Analytics

Google Webmaster

ahrefs

Similarweb

WordPress

Google Trends

SEO Quake

MOZ

Screaming Frog

Buffer

Buzzstream

Keyword Planner

Proficiency in written communication

MS Office

Canva & Piktochart

Pay-Per-Click

Social Media Marketing

Google Ad words

Content Marketing

About

I am an experienced Digital Marketing professional working as a SEO Category Manager and taking care of strategising marketing plans and implementation of the same in order to achieve growth targets for the Organisation. I am an enthusiastic person with aspiration to learn new things and hunger to achieve new goals.

Work Experience

SEO Category Manager

KnowledgeHut Solutions Private Limited
(June 2019- Present)

- Responsible for overall performance (Keyword Rankings, Traffic, Leads, Revenue) Planning and conceiving on-page and Off-page Optimisation strategies.
- Creating engaging and semantic content for Course pages, Blogs, tutorials, interview questions and practice tests.
- Responsible for outreaching various vendors for Premium backlinks and guest post backlinks requirements and own the responsibility for end to end delivery.
- Maintained and Nurtured Connections with Influential Content marketers, Brand Journalist, Reporters, Social Media Influencers & Subject matter expert writers in Edutech, Technology, Business & Marketing Publication network who can create, market engaging & enjoyable content that can meet the business goals.
- Handled technical SEO Audit and end to end reporting and responsible to act as a bridge between SEO team and Tech team to get them fixed.
- Handled & Trained SEO Analysts/Specialists to deliver the specified targets
- Improve the organic traffic and engagement rate (less bounce rate) for Blog, Tutorials, Interview Questions and Practice tests
- Improve core keyword (commercial keyword) rankings for India, USA, UK and Singapore
- Managing, training and reviewing the work of team members
- Establish Content Partnership on category-wise guest posting websites
- Responsible for acquisition of backlinks by manual outreach with the Blog admins.
- Responsible to maintain the freshness of the content by doing regular audit and research.

Digital Marketing Specialist

SIXS MARKETING AND INNOVATION PVT LTD

(Feb 2018- May 2019)

- My work at 6smarketers included regular client interfacing, devising paid and organic campaign strategies, coordinating with client teams to make product-level changes as well as technical implementations.
- Planning and conceiving on-page and Off-page Optimisation strategies.
- Analyzing and researching keywords related to the website through keywords research tools.
- Assisting in creating Website content, optimizing the existing content, and make suggestions for the fresh copies of the content.
- Developing content copies involving articles and Guest Blogging as a part of off-page optimization.
- Conducting regular research into the industry to keep abreast of the latest Google updates, search engine optimizations, digital trends, marketing advancements, etc.
- Creating Google and Facebook Ads copies.
- Experience in handling a team of six members, allocating the tasks and evaluating the report.

Projects I worked on:

- **Wheelstreet**- Bike Rental Company (SEO)
- **NIMS**- National Institute of Medical Science (Google ads)
- **9Stacks**- Online Poker Platforms (SEO)
- **Raspberrieseves**- eCommerce Platform for women fashion (Facebook and Google Ads) and many more..

SEO Specialist

URBANPRO a venture of Thinkvidya Learning Pvt Ltd

(Aug 2017- Jan 2018)

- Create SEO strategies
- Create link building strategy
- Contact various bloggers for guest posting
- Recommendation for a better website structure
- Complete analysis of competitors website
- Compile and present SEO performance reports
- Write content and help it in reaching to the targeted audience

SEO Analyst

WebomazeTechnologies Pvt Ltd

(Feb 2016- June 2017)

- Review and analyze client sites for areas that need to improve, deleted, or revised
 - Conducted keyword research based on highly relevant and trafficked keywords
 - Handling PPC campaigns, Google Adwords.
 - Suggested improvements for SEO: internal architecture, identify content gaps and communicate any new content opportunities
 - Collaborating with stakeholders to ensure their content is SEO friendly
 - Content Writing and Content Analysis
 - Link Building using various methods
 - Website analysis for a better SERP ranking
 - Keyword Research
 - Content writing
 - Social Media Creatives
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Personal Profile

Competency: Optimistic, Creative spirit, Reliable and professional, Well Organised, Team-player, Self
- Motivated, Seek challenges as an opportunity to perform and learn

Interests: Exploring various subjects of interest, meeting new people and exploring new places.

Hobbies: Singing, Reading, learning and playing music instruments, writing

I hereby certify that the information stated above is true to best of my knowledge.

Nitish Kumar