

Nil Patel

SEO & Digital Marketing Executive

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OBJECTIVE STATEMENT

A results-driven SEO and digital marketing professional with hands-on experience in improving website visibility, enhancing user experience, and boosting organic growth. Skilled in SEO audit, keyword research, content planning, and performance tracking using data-driven strategies. Passionate about ranking websites higher through smart search optimization, competitive analysis, and impactful content marketing.

EXPERIENCE

Inexture Solutions Pvt. Ltd.
SEO & Digital Marketing Executive

Jan 2025 – Present
Ahmedabad, India

- Performed complete SEO activities including on-page, off-page, and technical SEO for multiple in-house and client projects.
- Worked on client websites such as **Asset Vintage** and **Amrutam Dairy**, implementing SEO audits, on-page optimization, backlink submissions, and keyword ranking improvements.
- Created branding image content, prompts, and captions for blogs and social media posts (LinkedIn, Instagram, Facebook, X) using basic knowledge of Canva, Figma, and Freepik.
- Researched blog topics, created SEO-focused blog titles, and drafted blog content using ChatGPT, aligned with keyword intent and industry trends.
- Conducted keyword research and branding image content research using tools like Perplexity.ai, Google Keyword Planner, SEMrush, Ahrefs, and other AI-based research platforms.
- Checked crawling and indexing status in Google Search Console, and monitored traffic and blog performance trends using GA4.
- Regularly monitored keyword rankings for all important website pages and identified opportunities to improve visibility and click-through rate.
- Managed off-page SEO activities such as guest posting, directory submissions, and link-building strategies to improve domain authority.
- Published, optimized, and updated WordPress blogs with SEO-friendly formatting, schema tags, internal linking, and live content improvements.
- Prepared and updated monthly social media calendars with planned content ideas, themes, captions, and publishing slots.
- **Technical Optimization:** Performed Core Web Vitals optimization (LCP, FID, CLS) and executed image optimization (lazy loading, compression) to improve page speed using Google PageSpeed Insights and GTmetrix.
- **Crawling & Indexing:** Managed XML sitemaps and robots.txt; identified and fixed canonicalization issues, duplicate content, and redirect loops using 301 redirects and canonical tags.
- **Development & Schema:** Worked closely with developers to fix technical errors and deploy SEO enhancements; implemented structured data (Schema markup/JSON-LD) for rich snippets.

SKILLS

Core Skills: SEO, Digital Marketing Strategy, On-Page SEO, Off-Page SEO, Technical SEO, Keyword Research, Blog Planning, Content Optimization, SEO Audit, Competitor Analysis, WordPress SEO

Tools & Platforms: Google Analytics 4 (GA4), Google Search Console, SEMrush, Ahrefs, Google Keyword Planner, Perplexity.ai, WordPress, Canva (basic), Figma (basic), Freepik (basic)

Technical Skills: HTML basics, Schema markup, Website audit, Social media strategy, Core Web Vitals optimization

INTERPERSONAL SKILLS

- Strong research and analytical thinking
- Quick learner and self-driven
- Consistent, honest, and hardworking
- Good communication and collaboration skills

EDUCATION

Gujarat Technological University
B.E. – Computer Engineering

2016 – 2020
8.28 CGPA (Distinction)

LANGUAGES

English, Hindi, Gujarati