

NIDHI VISHWAKARMA

Profile

Motivated and detail-oriented Digital Marketing professional with expertise in SEO and content optimization. Skilled in boosting online visibility and engagement, with a strong analytical mindset. Seeking to leverage my SEO, digital marketing, and programming skills to contribute to a dynamic team and grow professionally.

Experience

October-2023 to **currently working**

Mart2global

As an SEO Team Leader, I drove strategies to boost rankings and organic traffic. I managed SEO, GMB listings, and link-building to enhance digital visibility.

Areas of Expertise

- Digital Marketing Strategies
- Search Engine Optimization (SEO)
- Facebook Ads
- Content Optimization
- Keyword Research & Analysis
- On-page & Off-page SEO Techniques
- Google My Business Optimization
- Competitor Research & Analysis
- Social Media Advertising
- (Facebook, Instagram)

Languages

Hindi



English



Education

2015 **CHANDRA SHEKHAR**

AZADINTER

COLLEGE NANSFAIZABAD

Highschool

2017

RAJ MADHAV SRI INTER COLLEGE

JALALPURMAFI FAIZABAD

Intermediate

2017-2020

PARSHURAM SMARAK MAHILA

MAHAVIDYALAYA

Bachelor of Science

2019-2022

CHHATRAPATI SHAHUJIMAHARAJ

GOVERNMENT POLYTECHNIC

AMBEDKARNAGAR

Diploma in Information Techonology

Skills

- **Programming Languages:** HTML5, CSS, PHP
- **Digital Marketing:** Facebook Ads, Instagram Ads, Google Ads
- **SEO Expertise:**
 - On-page SEO:** Meta Title, Meta Tags, Meta Description, Canonical Tags, Image Optimization, Google Verification
 - Off-page SEO:** Link-building, Profile Creation, Classified Ads, Web 2.0, Bookmarking, Image Submission, Blog Posting, Guest Posting
- **Tools:** Google Analytics, Google Search Console, SEMrush, Keywords Planner
- **Other:** Google My Business (GMB) Listing, Competitor Analysis, Content Optimization