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NITHYA P K

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Digital Marketer

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SUMMARY

A dedicated Digital Marketing professional with a strong passion for growing and expanding knowledge in the field. I am eager to contribute my skills and expertise to a reputed company, where I can continue to grow and drive success.

EDUCATION

Mahatma Gandhi Government Arts College, Mahe Pondicherry University

Bachelor of Arts in Malayalam
2020 - 2023

IKKGHSS Pandakkal, Mahe +2

Computer Science
2020

IKKGHSS Pandakkal, Mahe SSLC

2018

SKILLS

- Ability to work independently and as part of a team.
- SEO & SEM
- Social Media Marketing (Facebook, Instagram)
- Content Creation & Optimization
- Google Analytics & Google Ads
- WordPress & SEO Plugin Configuration
- Data Analysis & Reporting
- Blog Writing & Content Marketing
- Campaign Management

CERTIFICATIONS

- SEO & Digital Marketing Intern Certificate.
- Degree Certificate.
- +2 Certificate.
- SSLC Certificate

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

LRG International Private Limited
Sahya CyberPark, Calicut, Kerala, India | Dec 2023 - Present
www.lulurayyan.com
Head office
Birkath Al Awamer, behind GWC warehouse, Qatar.

- Managed digital marketing strategies for two branches: Lulu Al Rayyan, Dubai, UAE, and Radiance, Qatar.
- Developed and executed comprehensive SEO strategies, including keyword research, on-page optimization, technical SEO, and link building, to improve search engine rankings and drive organic traffic.
- Led social media marketing campaigns across platforms such as Facebook and Instagram.
- Developed and optimized website and blog content to enhance user engagement and SEO performance.

SEO & Digital Marketing Intern

Stackroots Technology Solutions Pvt. Ltd.
UL CyberPark, Calicut, India. | Aug 2023 - Nov 2023

- Installed and configured SEO plugins for WordPress websites.
- Gained proficiency in Google Analytics for tracking and analyzing website performance.
- Wrote engaging blog content to drive traffic and improve SEO rankings.
- Created and managed Facebook campaigns and Google Ads to enhance brand visibility.
- Conducted data analysis and reporting to monitor campaign effectiveness.
- Developed content for social media marketing campaigns.

DECLARATION

The information presented in this resume accurately reflects my qualifications and other details