

Nidhi Patel

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SUMMARY

Digital Marketing Executive with **1.3+ years** of hands-on experience in SEO, social media management, and content strategy across B2B tech and blockchain sectors. Proven ability to improve organic search rankings, manage multi-platform brand presence, and execute data-driven campaigns. Experienced in leveraging AI-assisted tools to streamline content production and performance analysis.

WORK EXPERIENCE

Codiste Nov 2024 – Feb 2025

- **Marketer**
 - Managed multi-platform social media strategy across LinkedIn and Instagram, maintaining consistent brand voice and daily publishing cadence.
 - Delivered weekly SEO-optimized blogs with strategic keyword targeting, metadata, and internal linking.
 - Conducted comprehensive SEO audits covering technical issues, on-page optimization, and content gaps — coordinating fixes with the development team
 - Designed and deployed weekly email newsletters to nurture leads; coordinated with senior consultant to refine lead generation strategy.
 - Produced promotional videos and story reels; collaborated with designers to ensure visual and messaging consistency across all brand touchpoints.
- **Digital Marketing Executive — ThreejsDevelopers & DecentraBlock (Concurrent Contract)**
 - Developed tailored B2B content strategies for two concurrent tech clients, 3D visualization services and blockchain solutions, aligning content with distinct audiences and business objectives.
 - Managed daily post scheduling across LinkedIn, Facebook, and Instagram for both clients, sustaining consistent engagement and publishing cadence.
 - Collaborated with design teams to produce visually effective, on-brand creatives suited to B2B audiences.

Kpyxal Solutions LLP — Digital Marketing Executive (Promoted from Intern) Feb 2024 – Oct 2024

- Created and published **60+ SEO-optimized blog posts**, improving organic search visibility and brand presence across target keywords
- Led SEO initiatives that improved keyword rankings and drove consistent organic traffic growth over 6 months.
- Managed brand presence across 8 platforms (Instagram, Facebook, Twitter, Quora, Behance, Dribbble, Medium, and Pinterest) through audience-first content planning
- Produced YouTube content and led community engagement initiatives to increase audience interaction.
- Conducted keyword research and on-page SEO strategies to strengthen rankings; grew social media following across platforms within two months

PROJECTS

Pyx IT Academy — Local SEO Project Jun 2024 – Jul 2024

Executed a local SEO strategy achieving a **Top 3 ranking on Google** search results. Optimized Google Business Profile, implemented location-based keyword targeting, and enhanced local citations — resulting in increased local visibility, higher user engagement, and a notable rise in monthly organic visits.

Jawed Habib — SEO Optimization Project Apr 2024 – May 2024

Optimized website through comprehensive on-page and off-page SEO best practices, improving keyword rankings and driving organic traffic growth via targeted keyword research and technical SEO improvements.

SKILLS

SEO & Search:	On-Page / Off-Page / Local SEO, Keyword Research & Analytics, Technical SEO Audits, Google Search Console, Google Business Profile, SEMrush, Ahrefs
Content & Social:	Strategic Content Planning, B2B Content Marketing, Social Media Management (LinkedIn, Instagram, Facebook, Twitter), Email Marketing, Video Editing & Reels
Tools & Platforms:	Google Analytics 4 (GA4), WordPress / CMS, Canva, Figma, AI Content Tools (ChatGPT, Jasper), Lead Generation

CERTIFICATIONS

SEO Certified — HubSpot Academy	2024
Social Media Certified — HubSpot Academy	2024
LinkedIn Marketing Strategy — LinkedIn Learning	2024

EDUCATION

Bachelor of Computer Application, Shree Umiya College , Ahmedabad	2019 – 2022
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