



PERSONAL BACKGROUND

I am a digital native, a champion of SEO tools and technologies, and technically proficient, including the ability to communicate with developers and designers. Have an analytical mindset with a solid understanding of SEO and SEM KPIs.

My main motto is to drive traffic to company pages and generate interest in company products and services, using SEO, social media, PPC, etc.

SKILLS

- **SEO:** Both On-Page and Off-Page Optimization, Online Reputation
- **Graphic Designing:** Photoshop, Canva
- **Website Development:** WordPress, PHP, Shopify, Wix, WooCommerce, BigCommerce (familiar with sites on these platforms)
- **Back End SEO elements:** .htaccess, robots.txt, sitemaps, schema, metadata, site speed optimization, and related skills
- **Marketing Techniques:** SEM, SMM, PPC, SMO
- **Marketing Platforms:** Google Ads, Facebook & Instagram Ads,
- Landing Page creation
- **Tools:** Google Ads, Google Analytics, Social Media Platforms, Google Search Console, Google Tag Manager (GTM), Blogging Sites, SEMrush
- **Productivity:** HTML, CSS, and Meta Tag Implementation.
- **Bidding:** Upwork, Guru
- **Special Features:** Dark Web Browser (TOR), Amazon Portal Management, Live Chat portal, Reply on clients query

NANDINI MISHRA

Sr Digital Marketing Team Lead



+91-8602511426



nmnandini132@gmail.com



<https://nandini-mishra.ueniweb.com/>



H-1, Krishi Nagar, O.T.C., Indore, M.P.

WORK EXPERIENCE

Sr. Digital Marketing Team Lead

The Optimizer | Feb 2022 - July 2022

- Managing a Team of 8 people
- Also responsible to provide organic leads
- Responsible for client budget management & performance monitoring
- Google ad account management
- Research customer segments, clients and strategies to increase qualified leads.
- Work directly with prospective clients.
- Monitoring competitor activity in the marketplace to identify new opportunities
- Coordinating with other departments within an organization to ensure that all leads are followed up on efficiently
- Tracking lead generation results to determine which tactics are most effective
- Developing new lead generation strategies
- Determining which leads are ready to be passed on to sales representatives for follow up

Senior Digital Marketing Executive

The Optimizer | October 2021 - July 2022

- Responsible for overall digital marketing strategy across paid media channels like Google, Facebook & Instagram
- Identifying keywords and writing ad copies
- Giving ideas for creative creation (videos & images)
- Providing training to the team and making them work accordingly
- Responsible for taking updates from clients and considering their feedback and implementing the changes accordingly
- Monitoring company's as well as clients' websites.
- Prepare strategies and execute on running campaigns, Dynamic Ads, Prospecting and Remarketing Ads with robust data analysis, A/B tests and testing new ad formats
- Implementing SEO and SEM best practices on website and landing page,
- And many more.....

SEO Executive

Alpha InfoLab Inc. | Oct 2020 - September 2021

- Performing Timely Website Audits using SEMrush and SEO tactics.
- Identifying keywords to drive the most valuable traffic.
- Work towards organic search optimization and ROI maximization
- Monitor redirects, click rate, bounce rate, and other KPIs
- Closely collaborate with the SEO/Content Marketing team to implement SEO best practices
- Execute link-building campaigns to meet SEO goals
- Weekly Monitor and evaluate search results and search performance across the major search channels

SKILLS

- **Other Skills:** Management skills, Hiring Skills, Client Management, Problem solving skills, WordPress site management

EDUCATION

Secondary School (10th), CBSE Board

Sanmati Higher Secondary School | 2010
CGPA 7.8

Higher Secondary School (12th), CBSE Board

Sanmati Higher Secondary School | 2012
57.4%

Bachelor of Business Administration (BBA) in Electronic Commerce

Devi Ahilya Vishwavidyalaya | 2012 - 2015
CGPA 7.7

Master of Business Administration (MBA) in Electronic Commerce

Devi Ahilya Vishwavidyalaya | 2015 - 2017
CGPA 8.6

Digital Marketing Freelancer

Upwork | Dec 2018 - Oct 2020

- Execute SEO audit process and prepare recommendations report
- Responsible for web traffic KPIs - unique visitors, bounce rates, average sessions, etc.
- Define the strategy and roadmap for SEO
- Responsible to improve organic search engine traffic and search engine ranking
- PSD to HTML conversion using Mailchimp
- Update weekly blogs with coordination of Content writer

On-Page SEO Team Lead

India Infotech | July 2018 - Jan 2019

- Lead a team of 5 and coordinate with sales team to report for OnPage projects.
- Conduct keyword research in coordination with client business objectives.
- Recommend changes to improve SEO positions for target keywords.
- Implement client-approved recommendations on websites.
- Work on different platforms like Wordpress, PHP, Shopify, Bigcommerce, Woocommerce, Wix
- Manage On-Page SEO operations and reporting
- Ability to work with back-end SEO elements
- Actively monitor keywords and develop strategy with internal teams.

Digital Marketing Manager

Profitaim Research | Feb 2017 - July 2018

- Creating and optimize a variety of PPC campaigns
- Helped the brand achieve a strong social media presence by handling day-to-day inquiries
- Manage and maintain the organisation's website
- Working on Online Reputation of a company
- Create online banner adverts and oversee pay per click (PPC) ad management
- Dynamically allocating and managing spends/budgets based on location.

Digital Marketing Intern

Engineerbabu | Feb 2016 - Apr 2016

- Promoting company's websites on social media platforms
- Perform All Off page activities
- Keyword Analysis
- Website Analysis
- Initial Analysis Report
- Meta-Tag Optimization