



NIHAL VP

DIGITAL MARKETER

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📍 Harimuraleervam House, p.o
Chelavoor, Moozhikal, Kozhikode

🌐 <https://nihalvpportfolio.netlify.app/>

in Nihal VP

EDUCATION

Diploma In Mechanical Engg

Jdt Islam Polytechnic College
2016 - 2019

Diploma In Digital Marketing

Sizcom Digital Marketing Institute
2022

SKILLS

- HTML SEO
- Wordpress SEO
- E - commerce SEO
- Social Media Marketing
- Search Engine Marketing
- Website Design & Management
- Google Analytics & Tag Manager
- Google Search Console

LANGUAGE

English | Malayalam | Hindi | Tamil

PORTFOLIO

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Senior SEO Professional with 3+ years of hands on experience helping websites rank better, drive organic traffic, & generate quality leads. I work across on-page and off-page SEO, keyword research, content optimization, technical SEO, AEO, and GEO to improve search engine performance. I'm skilled in using tools like Google Search Console, SEMrush, Screaming Frog, Ahrefs and Google Analytics to analyze website performance, resolve issues, and improve rankings. Always updated with Google algorithms and SEO trends to develop strategies that deliver real results.

WORK EXPERIENCE

- Xylem Learning, Kozhikode, Kerala
Associate Manager - SEO
05 July 2024 - Present
- Passio Communications, Kochi
Digital Marketing Executive
19 February 2024 - 01 July 2024
- Sizcom Digital, UL Cyberpark, Calicut, Kerala
SEO Analyst
27 June 2022 - 15 February, 2024

TOOLS USED



CERTIFICATIONS

- HTML Course Certificate
- SMM Certification
- Google Ads Certification
- Digital Marketing Certification
- SEO Workshop Certification
- AI Tools Workshop Certification
- SEO Certification

