

# Nikhil Nigam

Expert Digital Marketer | PPC, SEO, Google Ads, Facebook Ads

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## SUMMARY

**Dynamic Digital Marketing Specialist** with hands-on experience in campaign management, lead generation, and event marketing. Proven track record in developing and executing targeted Google, Bing, and Meta Ads campaigns, generating high-quality leads for travel and event projects. Skilled in content creation for YouTube and social media with a focus on engaging storytelling. Adept at leveraging analytics to optimize campaign performance and boost brand awareness. Passionate about digital innovation and seeking new opportunities to drive impactful marketing strategies.

## EXPERIENCE

**SEO Analyst** 2022 - Present  
**Flyer Cheaper** Delhi, India

- Successfully planned and managed Google Ads campaigns across various platforms, such as Search, Display, and YouTube, consistently exceeding client KPIs by as much as 30%.
- Conducted thorough keyword research and analysis to improve ad performance and increase ROI. Employed advanced targeting strategies to effectively reach the target audience, resulting in a 25% increase in conversion rates.
- Monitored campaign performance using Google Analytics and additional tools, providing actionable insights and suggestions for ongoing enhancements.
- Implement A/B testing on ad creatives, landing pages, and targeting criteria to achieve continuous performance enhancements.
- Collaborated with teams from design, content, and development to ensure marketing initiatives aligned with overall business objectives.
- Utilized SEO strategies to improve website visibility and elevate organic search rankings, resulting in a 40% increase in organic traffic within the first year.
- Conducted comprehensive website audits and executed on-page and off-page SEO techniques to enhance site architecture, content relevance, and user experience.
- I stayed informed about industry trends and best practices, regularly updating strategies to keep pace with the evolving digital landscape and algorithm adjustments.

**Travel Executive** 05/2019 - 03/2020  
**Ghumne Chalo Tour And Travels.** Delhi, India

- Created and personalized international travel packages to align with client preferences, emphasizing destinations such as Singapore, Malaysia, Dubai, the Maldives, and Bali.
- Acted as the primary point of contact for clients, delivering customized advice, addressing inquiries, and resolving issues to guarantee high customer satisfaction.
- Utilized market analysis and industry trends to enhance package offerings, resulting in a 15% increase in sales revenue.

## EDUCATION

**Bachelor of Commerce** 2018 - 2021  
**University of Delhi** Delhi, India

## LANGUAGES

Hindi Native ●●●●● English Advanced ●●●●●

## SKILLS

SEO · Content Marketing · Social Media Marketing · Bing Ads · Digital Advertising · Marketing Analytics · Google Ads · Facebook Ads · Keyword Research · Backlink Strategy · Google Analytics · Search Ads · Display Ads · Google Search Console · PPC Ads

## CERTIFICATION

**Create a Google Ads Search Campaign**

Coursera · 2024

**Fundamentals of digital marketing**

Google · 2024

**Google Ads for Beginners**

Coursera · 2024

**Digital Marketing**

HubSpot Academy · 2024

**Social Media Marketing**

HubSpot Academy · 2024

## KEY ACHIEVEMENTS

📈 **40% Increase in Organic Traffic**

Led digital marketing initiatives at zgraph that resulted in a 40% increase in organic traffic within 6 months.

🚀 **Successfully Launched Awareness Campaigns**

for Iceland travel packages on Meta Ads, generating a 25% increase in audience engagement and inquiries for the US market.