

# NANTHINI KRISHNAN

DIGITAL MARKETING  
EXECUTIVE

## CONTACT

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## PROFILE

Highly effective Digital Marketing Executive with 3.7 years of experience in SEO, SMO, SEM, and Google analytics.

## EXPERIENCE

### DIGITAL MARKETING EXECUTIVE

TECHINFLO SOLUTIONS PVT LTD | MAY 2019 – DEC 2020

### DIGITAL MARKETING EXECUTIVE

NATIONAL INSTITUTE OF DIGITAL MARKETING (NIDM) | JAN 2019 TO MAR 2019

### DIGITAL MARKETING EXECUTIVE

DIGITAL CORSEL | APR 2018 TO DEC 2018

### SEO ANALYST

BRILLMINDZ LLC | FEB 2017 TO MAR 2018

## RESPONSIBILITIES

- Keyword research and creating quality backlinks.
- Analyzing keywords and SEO techniques used by competitors.
- Increase the website traffic.
- Optimised keywords to give best search results in google search engine .
- Preparing detailed strategy reports for clients.
- Writing effective SEO content for blogs and social media calendar.
- Experience with tools SEMrush, SEO Optimizer, Keyword Everywhere Tool.
- Running PPC campaigns.
- Track, report, and analyze website analytics.
- Optimizing landing pages for paid search engine marketing campaigns.

## EDUCATION

### B.E IN COMPUTER SCIENCE & ENGINEERING

PGP COLLEGE OF ENGINEERING AND TECHNOLOGY | 2014  
CGPA: 7.7

AVVAIYAR GIRLS HR.SEC.SCHOOL | 2010  
CGPA: 7.2

## SKILLS

- Search Engine Optimization, Social Media Optimization, and PPC, Social Media Marketing, E-Mail Marketing.
- Keyword research, Google Analytics, Google Webmaster tool.
- Creating weekly calendar and Social Media Posting in different platforms Facebook, Twitter, LinkedIn, Pinterest, and Instagram.
- Creating Google Ad words campaign.
- Creating E-Mail Marketing Campaigns to promote products and Services.