

NIKHIL PG

DIGITAL MARKETING SPECIALIST

Digital Marketing Specialist offering expert services in SEO, Social Media, Content Marketing, and Paid Advertising. I help businesses achieve their online marketing goals, increase brand awareness, and drive leads and sales.



EXPERIENCE

2015 - present

Techyempo InfoTech Pvt.Ltd.

DIGITAL MARKETING SPECIALIST

- Plan and execute digital marketing campaigns.
- Conduct market research and analyze data.
- Create content and implement SEO strategies.
- Manage paid advertising campaigns and optimize performance.
- Collaborate with teams and stay up-to-date on industry trends.


2013 - 2015


NAT InfoTech Pvt.Ltd.

NETWORK ENGINEER

- Design and implement network infrastructure.
- Install, configure and maintain network hardware and software.
- Monitor network performance and troubleshoot issues.
- Ensure network security and compliance.
- Collaborate with teams to support organizational needs.

CONTACT

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 www.nikhilpg.com

 Kozhikode, Kerala, India -673574



EDUCATION

2009 - 2013

B.Tech (Information Technology)

Anna University

2008

Intermediate (Plus Two)

Kerala State Board of Education

2006

SSLC-Matriculation (10th)

Kerala State Board of Education

SKILLS

Website Design



Digital Marketing tool



SEO



HTML/CSS



LICENSES & CERTIFICATIONS



Google Ads - Measurement Certification

Google AdSense

Issued Feb 2023 · Expires Feb 2024



Google Ads Creative Certification

Google Digital Academy (Skillshop)

Issued Feb 2023 · Expires Feb 2024

Credential ID 68307522



Google Ads Display Certification

Google Digital Academy (Skillshop)

Issued Feb 2023 · Expires Feb 2024

Credential ID 68079108



Google Ads Search Certification

Google Digital Academy (Skillshop)

Issued Feb 2023 · Expires Feb 2024

Credential ID 68546403



Google Ads Video Certification

Google Digital Academy (Skillshop)

Issued Feb 2023 · Expires Feb 2024



Grow Offline Sales Certification

Google Digital Academy (Skillshop)

Issued Feb 2023 · Expires Feb 2024

Credential ID 68559089



Shopping ads Certification

Google

Issued Feb 2023 · Expires Feb 2024

Credential ID 142971721



The Fundamentals of Digital Marketing

Google Digital Garage

Issued Jan 2023

Credential ID U5Z Q33 4KH



NEXUS

National Center for Labor and Learning

Issued Oct 2013

Credential ID 141090



Content Marketing

HubSpot Academy

Issued Mar 2023 · Expires Apr 2025

Credential ID 9c67b08c897f40d583f5a8cf66e1c973



Email Marketing

HubSpot Academy

Issued Mar 2023 · Expires Apr 2025

Credential ID ec2df51aaeee41bfb8ed9ebb84d8d6ce



Social Media Marketing

HubSpot Academy

Issued Mar 2023 · Expires Apr 2025

Credential ID def0f9c34cdf4150af74a42b1fa6edc4



Digital Advertising

HubSpot Academy

Issued Mar 2023 · Expires Apr 2024

Credential ID c8f204d8db674bbcb66dc0c06e3997d3



Digital Marketing

HubSpot Academy

Issued Mar 2023 · Expires Apr 2024

Credential ID 8c3fdb6154fa4ab881a089c007a9cf04



SEO

HubSpot Academy

Issued Mar 2023 · Expires Apr 2024

Credential ID df233784b5914de48405185544ffac28



Digital Advertising Certified

HubSpot

Issued Mar 2023 · Expires Apr 2024

Credential ID 1d44d5f72ed9448888cd9928c27d2a9d



Google Analytics Certification

Google Analytics 4 & Facebook Conversion API

Issued Mar 2023 · Expires Mar 2024

Credential ID 69361025



Microsoft Advertising Search Certification

Microsoft

Issued Mar 2023 · Expires Mar 2024

Credential ID <https://www.credly.com/users/nikhilpg>

TOOLS KNOWN

- Ahrefs
- Mailchimp
- Moz
- Google Analytics
- WordPress
- Final Cut Pro X
- Adobe Photoshop CC
- Adobe Premiere Pro
- Adobe After Effects
- Canva
- Microsoft Office
(Word, Excel, PowerPoint)

