

# NIKHIL PG

## DIGITAL MARKETING MANAGER

A results-driven Digital Marketing Manager with extensive experience in developing and executing comprehensive digital marketing strategies. Seeking a challenging role where I can leverage my expertise in SEO, PPC, social media, and email marketing to drive brand awareness, increase online visibility, and achieve measurable business growth. Dedicated to staying ahead of industry trends, optimizing campaigns for maximum ROI, and delivering exceptional results in a fast-paced and dynamic environment. Passionate about collaborating cross-functionally to align marketing initiatives with overall business objectives and deliver a cohesive brand experience.



## CONTACT

- +971 543136450 | +91 9400645004
- mail@nikhilpg.com
- www.nikhilpg.com
- Al Karama, Dubai, UAE

## 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)



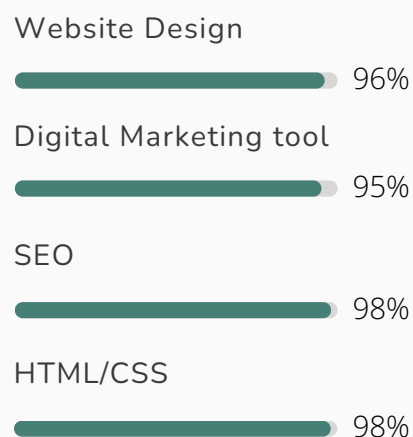
## EDUCATION

**2024- Pursuing  
MBA (Digital Marketing)**  
Suresh Gyan Vihar University

**2009 - 2013  
B.Tech (Information Technology)**  
Anna University

**2008  
Intermediate (Plus Two)**  
Kerala State Board of Education

## SKILLS



## EXPERIENCE

**2023 June - Present**

**Fly High Abroad, Dubai, UAE**

**Advertising and Marketing Specialist**

- Developed and executed comprehensive digital marketing strategies to drive brand awareness and increase online visibility.
- Planned, managed, and optimized multi-channel digital campaigns, including PPC, SEO, social media, and email marketing.
- Analyzed campaign performance and implemented data-driven insights to improve ROI and achieve business objectives.
- Led a team of digital marketers, providing guidance, mentorship, and performance feedback to drive team success.
- Collaborated cross-functionally with sales, product development, and creative teams to ensure alignment of marketing initiatives with overall business goals.

---

**2015 June - 2023 June**

**Techyempo InfoTech Private Limited**

**Digital Marketing Specialist**

- Conducting keyword research and analysis to identify relevant and high-traffic keywords for website optimization.
- Developing and implementing on-page optimization strategies, including optimizing title tags, meta descriptions, and header tags.
- Creating and executing off-page optimization tactics, such as link building, social media marketing, and content marketing.
- Developing and executing content marketing strategies, including developing content calendars and creating content for blogs, social media, and other channels.
- Analyzing website traffic and user behavior using tools such as Google Analytics and providing recommendations for optimization.
- Monitoring and reporting on search engine rankings, traffic, and conversions to identify areas for improvement.

---

**2013 April - 2015 June**

**NAT InfoTech Pvt.Ltd.**

**Network Engineer**

- Provided network support services for devices such as hubs, bridges, routers, and other hardware.
- Provided complete end-to-end engineering and installation of route-based IP network solutions.
- Performed troubleshooting for Juniper, Cisco, and packet analysis.
- Managed, tracked, and coordinated problem resolution and escalation processes.
- Troubleshoot complex multi-vendor network service provider issues.
- Assisted with implementation and support of network monitoring tools.
- Monitored network capacity and performance to diagnose and resolve complex network problems.
- Integrated fixed wireless connectivity into facilities requiring high-speed networks.
- Created VPN infrastructure and allowed for secure remote connections.
- Collaborated with vendors to identify best options for optimizing network performance.

## 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 ec2df51aeeee41bfb8ed9ebb84d8d6ce



### 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>