

# Nikhil Sharma

Digital Marketer

<https://nikhil.nikkfact.in>

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## Career Objective

Aspiring digital marketer with a passion for creativity, strategic thinking, and staying ahead of industry trends. Seeking to contribute to a forward-thinking organization while continuously evolving in the digital landscape.

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## Work Experience

### 1-Social Media Intern CRYSTAL DIVINE

10th April'23 - 11th Jul'23

- Joined Crystal Divine in April'23, Managed and executed social media marketing strategies across multiple SM platforms, including Instagram, Facebook, Pinterest, and Twitter.
- Implemented targeted Facebook Ads campaigns to boost brand visibility and drive user engagement.
- Produced high-quality video content showcasing crystal-related products, from shooting to editing using Adobe Premiere Pro.
- Utilized Canva for photo editing, ensuring visually appealing and cohesive branding across all social media channels.

### 2-Digital Marketing Intern Advertisingsaga

17th Sep'23 - 31th Dec'23

- Conducted SEO for Amazon products, implementing strategies to enhance organic rankings on the platform.
- Managed Amazon Seller Central account, handling backend details and optimizing product listings.
- Create and upload videos on the company's YouTube channel, overseeing the entire process from shooting to uploading.
- Implemented YouTube video SEO techniques to improve visibility and engagement on the platform.
- Managed the company's YouTube channel, ensuring consistency in content and engaging with the audience.
- Executed email marketing campaigns for YouTube videos, crafting and sending targeted emails to the audience.
- Implemented Local SEO strategies to improve the company's visibility in the local area.

### 3-Digital Marketing Executive VisionIT Peripherals

12th Feb'24 - 30th Nov'24

- Managed company websites.
- Published and optimized blog content to improve website engagement.
- Executed on-page and off-page SEO strategies to enhance search visibility.
- Created, shot, and edited content for social media platforms to boost brand awareness.
- Managed 5 LinkedIn pages, ensuring professional branding and audience engagement.
- Conducted LinkedIn outreach to IT Admins and IT Managers to drive business growth.
- Implemented local SEO techniques on Google Business Profile to improve local search rankings.
- Products Listing on Facebook Marketplace to expand online sales opportunities.

# My Freelance Projects:-

I have created a comprehensive portfolio report of my SEO Projects & Web Development Projects on my website, <https://nikhil.nikkfact.in>, where I've detailed my work with proper data and supporting screenshots.

## 1-SEO Projects

- Shreyarealestateagency
- <https://epicprivatechefmiami.com>
- <https://epicureansofflorida.com>
- <https://www.fairymaids.com>

## 2-Website Development Projects

- <https://nikhil.nikkfact.in> (My Portfolio Website)
- <https://nikkfact.in> (My Blogging Website)
- <https://pkmarketingagency.com/>
- <https://shreyarealestateagency.in/>
- <https://namanindustrial.com/>
- <https://cards.visionit.in/monish/>
- <https://cards.namanindustrial.com>
- <https://tpr.visionit.in/>
- <https://epicureansofflorida.com/>
- <https://www.fairymaids.com/>

## CMS Used

- WordPress
- Squarespace

## Page Builders Used

- Elementor
- Advance Avia Layout Builder

## Tools & Platforms Used

- Google Analytics
- Google Search Console
- Google Tag Manager
- SEMrush
- Microsoft Clarity
- Google Keyword Planner
- Helium 10
- Hix
- Chat GPT
- Excel

## Education

### S.S.C

SDDT Inter College, Gorakhpur, Uttar Pradesh

2014

### H.S.C

Navyug Inter College Baidauli, Gorakhpur, Uttar

2016

### Graduation-B.Com

Himalayan Garhwal University, Mumbai.

2021

### Advance Digital Marketing Course

LIPS INDIA Borivali, Mumbai

2023

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## Skills

- SEO Friendly Content Writing.
- Video Editing using Adobe Premier Pro.
- Content Creation.
- WordPress Web Development.
- SEO

## Social Media Handle

- [youtube.com/@nikkfact1716/shorts](https://youtube.com/@nikkfact1716/shorts)
- <https://www.instagram.com/nikkfact/>
- <https://www.linkedin.com/in/nikhil-sharma111/>

## Personal Details

- Name-Nikhil Sharma
- Mother's Name- Ms. Suman Sharma
- Brother's Name-Nitish Sharma
- Religion- Hindu
- Nationality-Indian
- Gender- Male
- DOB-12/08/1996
- Marital Status-Single

## Language Known

- Hindi
- English

## Hobbies

- Exploring more about Supernatural World
- Learning New Skills.