



NIHAL N M

DIGITAL MARKETING SPECIALIST

EXPERIENCE : 1 YEAR | UAE VISIT VISA

ABOUT ME

As a digital marketing professional with One years of experience, I have successfully developed and executed data-driven strategies to enhance online presence, drive website traffic, and increase customer engagement. Proficient in SEO, SEM, social media management, email marketing, and content creation, I have contributed to measurable growth in brand visibility and revenue for diverse clients. My expertise includes leveraging analytics tools to optimize campaigns and deliver actionable insights, ensuring alignment with business objectives while staying ahead of industry trends.

WORK EXPERIENCE



JUNIOR DIGITAL MARKETING SPECIALIST

TECHNORAYS DIGITAL MEDIA PVT.LTD | KALOOR , KOCHI

OVERVIEW

Working as a Junior Digital Marketer in Technorays Digital Media a Dubai-based Digital Marketing Agency in Ernakulam which provides various digital services to B2B and B2C clients all over Dubai. Optimized and ranked different websites for clients and made site audits for the same.

WHAT I DO

- ➔ Created site audit reports, monthly ranking, and conversion reports.
- ➔ Selected and planned keywords that got more traffic.
- ➔ Integrated analytics and google tag manager for getting more and accurate information.
- ➔ Audited and cleared site errors using site audit tools and manual auditing techniques.
- ➔ Coordinated with senior staff, web developers, and designers to make the site more attractive and to reduce bounce rates.

OTHER WORK EXPERIENCE

2019-2021

SITE ENGINEER, RS SPCTRA TECHNICAL SOLUTIONS

2021-2023

SAFETY OFFICER, PERFECT ENGINEERING

SKILLS & EXPERTISE

Digital Marketing

Search Engine Marketing (SEM): Google Ads Campaign

Search Engine Optimization (SEO): On Page SEO & Off Page SEO etc.

Social Media Marketing (SMM): All Paid Promotions - Facebook & Instagram Lead Generation etc

Web Analytics | Email Marketing | Content Marketing | Blog etc

Web Designing & Graphic Design

Web Page Designing | HTML5, CSS3

Bootstrap | Web Hosting | Domain Registration

Webmail | Outlook Configuration | Poster Design | Wordpress



+971 56 919 8369



nihalnichunm@gmail.com



/Nihal nm



/Nihal



/Nihal nm



+971 56 919 8369



www.nihalnm.online



Dubai | UAE

Passport No: N6509244

Visit Visa | Exit Date : 21-01-2025

TOOLS

- SEM Rush & Ahref
- Google keyword planner
- Google Analytics
- Google Tag Manager
- Facebook Business
- Wordpress

SOFTWARE SKILLS



ADOBE PHOTOSHOP



ADOBE ILLUSTRATOR



VISUAL STUDIO CODE



WORDPRESS



MICROSOFT OFFICE



PERSONAL SKILLS

- ☑ Self Motivated
- ☑ Teamwork
- ☑ Strong written and verbal communication
- ☑ Able to see the big picture
- ☑ Strong organization
- ☑ Language expertise

PERSONAL DETAILS

Nationality : Indian
Date Of Birth : 13th March 1997
Marital Status : Single
Interest : Travelling
Hobbies : Listening Music
PASSPORT NO : N96509244
EXP : 14-01-2026
visa status : visit visa

LANGUAGES KNOWN

- ✓ ENGLISH
- ✓ MALAYALAM
- ✓ TAMIL

———— EDUCATIONAL QUALIFICATIONS ————

TECHNICAL QUALIFICATIONS

YEAR 2023

ADVANCED DIGITAL MARKETING TRAINING
METAHASH DIGITAL MEDIA LLP, KALOOR, KOCHI

.....

YEAR 2017

GEMS COLLEGE, RAMAPRAM ,MALAPPURAM
BACHELOR OF SCIENCE E.C

.....

YEAR 2014

HIGHER SECONDARY
GOVERMENT S.K.H.S.S GURUVAYUR

.....

YEAR 2011

SSLC
GOVERMENT S.K.H.S.S GURUVAYUR

.....

2018

PG DIPLOMA IN AUTOMATION ENGINEERING

.....

2021

DIPLOMA IN HSE

.....

2022

NEBOSH IGC

.....

DECLARATION

I **Nihal NM**, here by declare that the information contained here is true and correct to the best of my knowledge and belief.

Place:

Date:

NIHAL N M