

NANSI SINGHAL

Social Media & Digital Marketing Intern

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CAREER OBJECTIVE

Digital marketing learner with hands-on practice in SEO, social media marketing, and paid advertising (Google Ads, Meta Ads). Quick learner with strong communication and problem-solving skills, seeking an opportunity to apply data-driven, creative marketing strategies in a growth-focused role.

SKILLS

SEO (On-Page): Title tags, meta descriptions, keyword research, keyword density, image SEO, blog & product listing optimization

SEO (Off-Page): Backlink building, backlink types, guest posting

SMO: Profile optimization, reel creation, content planning, UGC content, hashtag optimization

Performance Marketing: Google Ads (keyword research, Ad Rank, Quality Score), Meta Ads, ad copywriting, ICP targeting

Web Development: WordPress site building and management

EXPERIENCE / APPLIED PROJECTS

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DICE Academy — March 2026 to February 2027

- Managed on-page SEO for Social Platforms.
- Created reels and UGC-style content.

Web Development Project — theknowbox.com

— lifehub.theknowbox.com

- Built and manage a WordPress website, applying on-page SEO practices learned in training
- LifeHub is not just a website; it is my personal digital marketing hub where I learn, create, experiment, and showcase my projects and skills.

TOOLS

Google Ads, Google Search Console, Ahrefs, SEMrush, Canva, Screaming Frog, ChatGPT

EDUCATION

B.Tech, Electronics and Communication Engineering

DCRUST University, Murthal

WORK SAMPLES

On-Page SEO Blog : <https://theknowbox.com/blog/>

: <https://lifehub.theknowbox.com/>

WordPress Site: <https://theknowbox.com/>

: <https://lifehub.theknowbox.com/>

Off-Page SEO Portfolio:

<https://docs.google.com/spreadsheets/d/1tRrVEZTH4cKgl0mT95YWjPAaBkearfgJyHIcnfSXNA/edit?gid=0#gid=0>

Performance Marketing Portfolio:

<https://docs.google.com/spreadsheets/d/1WKv9-rt1IOCu5HoPmq4HKyB5XdQj3aznH4x0MQ4bmg/edit?gid=1259426277#gid=1259426277>