

Nithish Reddy

Digital Marketing Specialist | SEO Expert | WordPress Developer

KPHB Phase 1
Hyderabad, Telangana -500072
+91 76608 44028
nithishreddy.in
contact@nithishreddy.in

EXPERIENCE

Freelancer — WordPress & SEO Expert

AUG 2024 – PRESENT

- Designed and developed responsive WordPress websites for coaches, institutes, and local businesses.
- Boosted organic traffic using keyword research, content optimization, schema markup, and performance improvements.
- Managed Meta Ads campaigns for brand awareness and lead generation.
- Delivered branding creatives, posters, and short promotional videos for social media marketing

Broly Software Solutions, KPHB — SEO & Website Designer

Apr 2023 – Apr 2024

- Designed and developed WordPress websites for academies, startups, and service-based businesses with SEO-ready structure.
- Performed keyword research, implemented on-page SEO, and optimized site performance for better search visibility.
- Improved website speed, user experience, and technical SEO elements such as indexing, internal linking, and schema.
- Worked closely with content and marketing teams to create SEO-focused landing pages and blogs.
- Monitored keyword performance and traffic insights using Google Analytics and Search Console.

SKILLS

Search Engine Optimization (SEO)

Keyword Research & Competitor Analysis

Technical SEO & Site Audits

On-Page & Off-Page Optimization

WordPress Design & Development

Meta (Facebook/Instagram) Ads

Google Search Console & Analytics

Content Strategy & Optimization

Graphic Designing (Canva, AI image)

ACHIEVEMENTS

Improved rankings for multiple Hyderabad-based businesses within 45–60 days.

Boosted organic leads for education clients through SEO-driven content..

Successfully optimized websites with crawling, indexing, and technical issues.

LANGUAGES

English
Telugu
Hindi

EDUCATION

Digital Brolly, Hyderabad — Digital Marketing Certification

January 2023 - Apr 2023

Completed hands-on training in SEO, WordPress, Google Ads, Social Media Marketing, and Analytics.

Bachelor of Business Administration (BBA) — Telangana University

2024 - 2027 (Pursuing)

Currently in 2nd year. Coursework includes marketing, management, business communication, and digital strategy.

Intermediate (MPC) — Sree Sandeepani Junior College, Kamareddy

2022 - 2024, Percentage: 94.1%

Completed with distinction, strong academic performance in mathematics and analytical subjects.

SSC — Abhyasa High School, Kamareddy

2021 - 2022, Percentage: 88%

Completed secondary education with strong performance in academics, actively participated in school activities, and built a solid foundation in communication and problem-solving skills.

PROJECTS

SEO Growth for Education Institute

Improved keyword ranking from page 4 to top 5 positions within 6 weeks through technical optimization and content revamp.

WordPress Website Development — Coaching Center

Designed a fast, responsive, SEO-ready website including landing pages, blog setup, on-page SEO, and tracking integrations.

Social Media Lead Generation with Meta Ads

Generated consistent leads for local institutes with targeted ad sets, custom creatives, and optimized campaign structure.