

# Nischal Yogi

Freelance Digital Marketer

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## 1 Professional Summary

Passionate and self-driven freelance digital marketer with a focus on helping small businesses grow online. Specializing in social media management, WordPress setup, SEO, and paid ads, I bring a learning mindset, honest communication, and real results.

## 2 Services Offered

### Social Media Management

- Weekly content planning & posting
- Profile optimization
- Organic growth strategy

### WordPress Website Setup

- Full website using Elementor
- Mobile responsive design
- Blog + contact form setup

### Basic SEO

- On-page optimization
- Keyword research
- Technical site setup

### Paid Ads (Meta)

- Facebook & Instagram campaigns
- Ad copywriting
- Audience targeting

### Email Marketing

- Mailchimp setup
- Automated flows
- List building

## 3 Projects & Work Samples

### hellonischal.com

Designed & launched personal portfolio site using WordPress + Elementor.

### Instagram Strategy for Local Fashion Brand (Mock Project)

Created 30-day content calendar, designed posts in Canva, increased engagement.

## 4 Education & Certification

**+2 Science** – Local Campus, Nepal

**Google Digital Garage** – Fundamentals of Digital Marketing

**Meta Blueprint** – Facebook Ads (in progress)

## 5 Client Testimonials

*"Nischal was professional and easy to work with. Helped launch my brand in just one week!"* – Practice Client

*"Clear communication and creative work. Delivered my website just like I imagined."* – Practice Client

## 6 Personal Mission

*"I help small businesses grow with creative digital strategies that are simple, effective, and affordable."*

## 7 Skills

- 👤 Social Media Management
- 🌐 WordPress Website Design
- 📄 Meta Ads (Facebook & Instagram)
- ✉ Email Marketing
- ✍ Content Creation
- 🔍 Basic SEO
- 🎨 Canva Design
- 📊 Google Tools (Analytics, Search Console)