

NISHANT

Digital Marketer

PROFESSIONAL CAREER

ODigMA, Bengaluru

SEM Analyst

Aug 2021 - March 2022

- Handled day-to-day SEM activities including campaign planning, budget management, paid campaign optimization & reporting campaign performance on various platforms for multiple clients.
- Created media plans that are catered specifically for brands based on their requirement for onboarding new clients.
- Handled real estate-based clients and generated 2x revenue for the projects handled.
- Actively planning and running ads for a giant music electronic brand and raised engagement and purchases through planned ads
- Handled client servicing for brands and cater to the requirement of the SEM
- Regular participation in pre-sales pitches for prospective clients.

Xgrow, Bengaluru

Digital Marketing Analyst

Aug 2020 - Aug 2021

- Handled day to day SEM activities including campaign planning, budget management, paid campaign optimization & reporting campaign performance on various platforms for multiple clients.
- Assisted the team in development of short term and long term plans including brand promotion, lead generation and budgeting.
- 4X growth in lead numbers with 30% reduction in CPL using Campaign level full funnel analysis for an emerging water purifier brand.
- Handled monthly budgets for upto 1 core for a Ed Tech Brand.
- Created new targeting ideas based on the requirement across various clients
- Served as an active member of the company's recruitment drive & actively took part in other firm building activities.
- Regular participation in pre-sales pitches for prospective clients.

PERSONAL PROFILE

A Digital Marketing Professional with a passion for connecting brands with their Target Audiences and experience in building and implementing strategies focused on SEO, SEM, and SocialMedia Marketing.

SKILLS

SEO

SEM

Campaign Management

Google Adwords

Facebook Ads

Linked in Ads

Google Analytics

Content Writing

SEMrush

Share Chat Ads

Hotstar Ads

Keyword Research

Google tag manager

Client Servicing- SEM-based

ACADEMIC HISTORY

SBMJJC, BANGALORE (2019)

Bachelors of Commerce

- *Final GPA: 6.3*
- *Was a core member of the organisation called Student Counsel. Headed and organised College events.*
- *Actively volunteered for all the college events.*

HOBBIES

- *Sketching*
- *Riding*
- *Badminton*
- *Listening to music*
- *Painting*

Chota CFO, Bengaluru

Digital Marketing Intern

Jun- Aug 2020

- Handled Live official website of Chota CFO, Planned and created structure for the home page.
- Created blog structures and updated blogs.
- Handled their social media platforms for brand promotion.
- Planned and ran paid campaigns across social media platform and increased brand awareness.
- Designed and created content for daily post across social media platforms and blogs.

GET IN TOUCH WITH ME

Phone: 9148936979

Email ID: knishant.kn.nk@gmail.com

LinkedIn: www.linkedin.com/in/k-nishant