

# 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*
- *Dancing*
- *Badminton*
- *Listening to music*
- *Playing Guitar*

## **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**

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