

Nandakishor Nair

+91-884-866-5699 | nandakishorsnair@gmail.com | [Linkedin](#)

SUMMARY

I'm an enthusiastic problem solver with a total agency experience of 1 year in E-commerce Marketing and B2B Demand Generation, with a strong background in marketing strategy, data-driven decision making and integrated campaign management. I'm eager to contribute my expertise to a dynamic team, staying abreast of industry trends and leveraging a holistic approach to full-funnel growth marketing.

PROFESSIONAL EXPERIENCE

Search Analyst, Position² Inc (Santa Clara, CA), Full-Time, Onsite

Apr 2023 - Present

- Managed **\$1.6 Million** in PPC ad spend, implemented and optimized paid campaigns on Google, Bing, Meta, Twitter, LinkedIn, and Demandbase (ABM) across **5** accounts in E-commerce and B2B SaaS; locations include US, UK, Australia, and Canada
- Demonstrated expertise in prospecting, lead generation, and conversion rate optimization through strategic alignment with customer personas and behavioral insights
- Fully automated PPC reporting using Google Adscripts and Excel VBA Code, saving **80+** hours every week for the team
- Owned research and testing of the latest AI and RPA tools for marketing and built automation capabilities for the team
- Conducted in-depth audits of **over 15 ad accounts**, leveraging data-driven insights to optimize performance and enhance ROI; held a pivotal role in the pitching process, identifying growth opportunities and contributing strategic recommendations

E-commerce:

- Effectively executed data-driven and multi-faceted Paid Search, Display, and Paid Social campaigns, resulting in a **55%** increase in YoY monthly revenue while maintaining the **ROAS above 4.0**
- Orchestrated customer acquisition initiatives by deploying precision-targeted keyword optimization and messaging strategies within a structured full-funnel framework
- Expertise in optimizing the buyer journey through user-centric messaging and conversational copy at every touchpoint, resulting in a streamlined buyer experience and enhanced brand affinity
- Implemented rigorous A/B testing of ad creatives, landing pages, and audience segments
- Accelerated account performance by implementing post-purchase upsell tactics using tools like Rebuy, leading to a **2.1x** increase in Average Order Value
- Optimized Shopping and PMax campaigns through efficient feed management on Google Merchant Centre using third-party tools

B2B Demand Generation:

- Proficiently implemented demand generation and Account-Based Marketing campaigns across diverse stages of the buyer's journey, resulting in a **3.2%** increase in conversion rate
- Managed the persona development for targeted accounts, resulting in precise audience targeting and generation of high-intent leads
- Skilled at leveraging analytical tools and market insights to refine targeting strategies, conduct A/B testing and implement data-driven decisions that align with business objectives

AI:

- Developed specialized prompts for major PPC use cases, tested them across the team to ensure consistent, high-quality responses, and fine-tuned prompts for text-to-text and text-to-image tools like ChatGPT, Bard, and Stable Diffusion in addition to niche-specific AI tools
- Built processes, frameworks, and best practices for leveraging generative AI to significantly reduce the turnaround time, and created guides and educational material to empower team members to utilize AI tools effectively

Managing Partner, Cafe Fashion

Oct 2020 - Present

- Built the online clothing brand to 25,000+ followers on Instagram through efficient content and influencer marketing strategies, while steadily increasing the net revenue and maintaining a healthy profit-share

EDUCATION

Year	Degree	Institute
2015 - 19	B. Tech. in Mechanical Engineering	College of Engineering Adoor
2013 - 15	12th Grade State Board	Govt. Boys HSS Koyilandy, Kozhikode
2012 - 13	10th Grade CBSE	Amrita Vidyalayam Koyilandy, Kozhikode

SKILLS

- Skills:** E-commerce and B2B Marketing, Account-Based Marketing, Paid Media Strategy, Campaign Management, Paid Search, Paid Social, Industry Research, Data Analysis, Project Management, Audience Research, Persona Development, Conversion Tracking, Pixel Setup, Automation using Google Scripts and Excel VBA, Media Plans, Pitches and Audits, Teamwork, Communication
- Tools Expertise:** PPC: Google, Bing, Meta, Twitter, and LinkedIn Ads, Demandbase (ABM), Google and Microsoft Merchant Center, GA4, Google Tag Manager; CRM: Hubspot; CRO: VWO, Hotjar and Lucky Orange; Media Intelligence: Meltwater; Data Visualization: Amazon Quicksight, Looker Studio, Excel VBA; Project Management: Basecamp, Trello, Notion, Slack; Other tools: Optmyzr, CallRail, Rebuy, Unbounce, SpyFu, DataFeedWatch, HTML, CSS, C++