

Nishant Srivastava

208 DevikaApartment,
Sector-4 Vaishali,
Ghaziabad

PhoneNo.9911211279

,E-mail:nishantsrivastava11020@gmail.com

Summary

With over 10 years of experience in Digital Marketing and Business Strategy, I'm passionate about transforming how companies achieve growth through innovative marketing solutions and strategic leadership. My strengths lie in organizing resources for maximum efficiency, leading with conviction, and creating strategic pathways that drive business growth. I thrive in fast-paced environments that require flexibility, dynamic problem-solving and forward-thinking solutions. I combine my marketing expertise with a deep understanding of business to provide consultative services that not only solve immediate marketing challenges but also create sustainable long-term success.

Education & Professional Affiliation

- **BachelorofCommerce(2012)**
- **GNIIT(2013)**
- **MBA(2016)**
- **CCM(CreativeCommunication&Management)**

Skills

- **Search Engine Optimization (SEO)**
- **Pay-Per-Click Advertising (PPC)**
- **Analytics & Reporting**
- **Content Marketing**
- **Email Marketing**
- **Social Media Management**
- **Marketing Automation**
- **E-commerce Marketing**
- **Conversion Rate Optimization (CRO)**
- **Programmatic Advertising**
- **Campaign Strategy**
- **Market Research**
- **Brand Management**
- **Lead Generation**
- **Performance Tracking**
- **Copywriting**
- **Graphic Design**
- **Video Marketing**
- **Team Leadership**
- **Cross-Functional Collaboration**
- **Client Communication**

[Typetext]

- **Project Management**
- **AI and Machine Learning in Marketing**
- **Voice Search Optimization**
- **Critical Thinking**
- **Time Management**
- **Adaptability**
- **Creativity**
- **Attention to Detail**

Software worked on:

Google Analytics, Google Data Studio, SEMRush, Ahrefs, Hotjar, Yoast SEO, Screaming Frog, Moz Pro, WordPress, Canva Pro, Grammarly Premium, Hootsuite, Facebook Business Suite, Google Ads, Microsoft Advertising, Facebook Ads Manager, Mailchimp, HubSpot CRM, Salesforce, Trello, Asana, Slack, Shopify, WooCommerce, Zapier, Bitly, Google Tag Manager

Other tools: Microsoft Office

Work Experience:

Under Unziplogic Systems

Working as a Digital Marketing Specialist

- Revolutionized email marketing campaign, implementing segmented lists and optimized content, improving open rate by 28% and increasing conversion rate by 12%.
- Spearheaded Google Ads campaign targeting user demographics, increasing click-through rate by 19% and reducing cost per click by 11%.
- Optimized website SEO, increasing organic search traffic by 37% and improving position in SERP by 5 places.
- Developed comprehensive online marketing strategy, integrating social media, SEO and Google Ads, resulting in 22% increase in online presence.
- Lead a team of 5 junior digital marketing specialists, coordinating project tasks and managing workflow for efficient team performance.
- Developed and managed digital pay-per-click advertising programs using Google Adwords, Facebook, and third party content distribution networks.
- Performed monthly adjustments on client accounts/campaigns in Google AdWords and social media channels in order to maximize performance within current budget.
- Produced monthly performance reports for clients for SEM programs utilizing reporting tools such as Google Analytics; determined key metrics that were of primary importance to clients and provided trending data to compare results month-by-month.
- Supported business development through the development of comprehensive multi-channel digital advertising programs, written proposals and client presentations based on analysis of prospect's long-term goals and available budget.
- Implemented SEO strategies for client websites including layout, content optimization, keyword structuring, etc.
- Assisted in providing ROI analysis of clients digital marketing campaigns.
- Proven understanding and implementation of pay-per-click, search engine optimization, google analytics and data analysis.

Under Techsharks Internet Service Pvt. Ltd.(2022-2024)

Worked as a Digital Marketing Manager

- Developed and implemented sustainable strategies to grow quality traffic to brand- specific client websites.
- Increased monthly organic website traffic by 35% using Inbound Marketing Techniques
- Achieved a 91% lead – form submissions increase
- Optimized website pages with relevant keywords and improved formatting and readability, decreasing bounce rate from 62% to 34%
- Effectively coordinated, captured, synthesized and analyzed customer, industry and competitive insights from various channels including team- generated research, as well as qualitative and quantitative secondary research.
- Measured and reported performance of digital campaigns and assess against goals(ROI and KPI's).
- Implemented, Monitored and Analyzed advanced A/B and Multivariate testing on landing page campaigns and drive actionable insights from tests and experiments.
- Performed Keyword search volume analysis, On & Off-site optimization, Competitive intelligence, Social signals, Goal conversion measurement, A/B and Multivariate testing forever 50+ client Websites.
- Created and implemented Inbound Marketing strategies to generate more organic traffic and leads for clients.
- Work with Content Developers to create highly engaging and insightful copy for blog pages, landing pages and product pages to deliver organic traffic growth.

Under WeDigit (2018-2022)

Worked as a Digital Marketing Head

Led team of four overseeing all aspects of social media strategy,increasingTwitter following by 200%, Facebook by 500%+ and Instagram by 500%

- Project managed digital marketing campaigns which were heavily focused on revenue generation and customer retention.
- Projects consisted of email marketing, landing pages, attention to mobile optimization and/or responsiveness,SEO and SEM,Social Media components such as Facebook, Canva, YouTube.
- Lead digital projects from initiation to completion.
- Participated in user acceptance testing (UAT) and Quality Assurance on all projects.
- Drove all digital marketing tactics, which include email marketing, landing pages,SEO/SEM, paid search, banner placement, analytic tagging, mobile optimization,andsocial components.
- Developed and provided tagging scripts and URL tags for each marketing tactics, created user friendly dashboards and reports, hosted weekly meetings to discuss

[Typetext]

analytic metrics, KPIs ,and provided recommendations based on data.

Under Globus Remedies(2016-2018)

Worked as Digital Marketing Head

- Developed and implemented social media strategies and integrated marketing campaigns for b2b/b2c clients in technology, fashion and home decor.
- Executed paid social campaigns across networks: facebook, twitter, instagram, pinterest and Google display network (GDN).
- Crafted highly shareable social media content, on-brand and tailored to personality of each social channel: twitter, facebook, instagram, linkedin, Google My Business, tumblr, youtube, snapchat and pinterest.
- Monitored and managed online communities across all social networks, while maintaining brand messaging and real-time engagement.
- Managed editorial calendar and created blogs and email marketing campaigns.
- Spearheaded outreach programs to attract industry influencers, trendsetters and affiliate partners.
- Implemented affiliate programs to increase over all sales and brand reach. Copywriting for e-commerce websites and digital & print catalogs.

Under Futomic Consultancies(2015-2016)

Worked as a Social Media Analyst

- Researched social media advertising and social media analytics.
- Advertised on Google, Facebook, YouTube, and Instagram.
- Used Google Analytics for analyzing the results and improving the performance and found various patterns which helped in making a promotion strategy.
- Researched on increasing the viewers and subscribers.
- Sliced, segmented, and analyzed historic data for useful information and planned marketing strategy for the website.
- Exhibited an understanding of the online market and digital capabilities.
- Led team and supported the monitoring of online ratings consumer product services.

Under QRS Infosys(2013-2015)

Worked as SEO Executive

[Typetext]

- Created online SEO marketing content and plans
- Developed and implemented SEO strategies including creating SEO optimized content, and researching keywords and search engine rankings
- Coordinated with social communities to optimize networking and marketing
- Managed and monitored rankings and engine results for certain search engines
- Conducted SEO research and optimized existing web content in accordance with research
- Developed marketing content and assisted in link building

Under Cosmic Software(2012-2013)

Worked as a Intern web designer.

Responsible for maintaining website and work over it. Worked on SEO also.

Websites:

www.maharishisolar.com

www.maharishiayurvedaindia.com

www.maharishiorchards.com

<https://muit.in/>

Personal details:

Marital status

Married

Date of Birth

20thDecember1990

Xtra Curricular Activities: Writing, Website Designing ,Surfing Net, Traveling, Music