

Profile Summary

Versatile and results-driven Digital Marketing Specialist with over a decade of experience crafting and executing impactful strategies across SEO, SEM, email marketing, social media, and performance analytics. Skilled in leading cross-functional teams, managing multi-channel campaigns, and aligning digital initiatives with business goals. Known for transforming digital presence through creative thinking, strategic leadership, and a strong focus on customer engagement and business growth.

Key Skills

- SEO & SEM
  - PPC Advertising
  - Content Marketing
  - Email Marketing
  - Social Media Strategy
  - Marketing Automation
  - Conversion Rate Optimization
- Analytics & Reporting
  - Campaign Management
  - Lead Generation
  - Project Management
  - Team Leadership
  - Brand & Copywriting
  - AI in Marketing

Employment History

Digital Marketing Specialist at Unziplogic Systems

2024 - Present

- Revamping email marketing through segmentation and content optimization, increasing open rates by 28% and conversions by 12%.
- Leading targeted Google Ads campaigns, improving CTR by 19%, reducing CPC by 11%, and managing PPC across Google, Facebook, and third-party platforms.
- Enhancing SEO with keyword structuring, content optimization, and layout improvements, boosting organic traffic by 37% and improving SERP rankings by 5 spots.
- Developing and executing integrated digital strategies across SEO, social media, and Google Ads, resulting in a 22% increase in online presence.
- Supervising a team of 5 junior marketers, managing workflows, coordinating tasks, and overseeing campaign execution for optimal performance.
- Producing performance reports using Google Analytics, conducting ROI analyses, and supporting business growth with data-driven strategies and client-focused proposals.
- Collaborating with the design and development teams to ensure landing pages and website UX align with campaign goals, improving engagement and reducing bounce rates.
- Managing social media accounts across platforms, creating engaging content calendars, and increasing follower engagement by implementing platform-specific strategies.
- Conducting competitor analysis and market research to identify trends, benchmark performance, and inform campaign planning and positioning.
- Setting up and managing marketing automation workflows using tools like Mailchimp or HubSpot to nurture leads and streamline customer journeys.

Digital Marketing Manager at Techsharks Internet Service Pvt. Ltd.

2022 - 2024

- Executed ROI-driven digital marketing, SEO strategies, and performance tracking to increase qualified website traffic and lead acquisition.
- Increased organic traffic by 35% and lead conversions by 91% through strategic content optimization, CRO, and user behavior analysis.
- Enhanced on-page SEO elements, improved site architecture, mobile responsiveness, and refined UX to reduce bounce rate from 62% to 34%.
- Performed advanced keyword analysis, technical SEO audits, backlink analysis, and competitive intelligence for 50+ client websites.
- Managed A/B and multivariate testing for landing pages, leveraging analytics data to optimize conversion funnels and campaign performance.
- Partnered with content strategists and copywriters to develop SEO-friendly blogs, product pages, and landing pages aligned with search intent.

Digital Marketing Head at WeDigit

2018 - 2022

- Supervised a high-performing team of four, scaling social media performance with a 200% lift on Twitter and 500%+ growth on Facebook and Instagram.
- Directed end-to-end lifecycle digital marketing initiatives to drive customer retention, user engagement, and revenue optimization.
- Deployed data-driven omni-channel campaigns across email, SEO/SEM, mobile-optimized pages, and branded visual content using Facebook, YouTube, and Canva.

NISHANT SRIVASTAVA

Contact Details

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Basic Details

Gender - Male  
Date of Birth - 1990-12-20  
Marital Status - Married

Languages

English  
Hindi

Skills

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

Interest and Hobbies

Writing, Website Designing ,Surfing Net, Traveling, Music

- Managed full-scale digital project lifecycle, ensuring on-time, within-budget delivery across planning, execution, and launch phases.
- Supported comprehensive UAT and QA testing to maintain brand consistency, functionality, and seamless user experience across digital assets.
- Tracked campaign performance metrics using UTM tagging, custom scripts, analytics dashboards, and weekly KPI analysis for data-driven decisions.

#### Digital Marketing Head at Globus Remedies

2016 - 2018

- Designed and executed cross-channel digital strategies for B2B/B2C brands in tech, fashion, and home decor, integrating organic and paid campaigns.
- Managed paid media planning and execution across Facebook, Instagram, Twitter, Pinterest, and GDN, optimizing performance and ROI.
- Created engaging, brand-aligned content tailored to each platform, and oversaw real-time community engagement and reputation management.
- Led influencer outreach, affiliate marketing, blog and email content creation, and crafted compelling copy for e-commerce and print collateral.

#### Social Media Analyst at Futomic Consultancies

2015 - 2016

- Performed comprehensive research on digital advertising and social media analytics to optimize audience growth and engagement metrics.
- Managed cross-platform ad campaigns on Google Ads, Meta (Facebook & Instagram), and YouTube; utilized Google Analytics to track KPIs and campaign ROI.
- Conducted data mining and segmentation of historical datasets to identify performance trends and drive strategic marketing initiatives.
- Supervised a marketing team and oversaw online reputation management, demonstrating expertise in digital strategy and consumer behavior analysis.

#### SEO Executive at QRS Infosys

2013 - 2015

- Designed and implemented data-driven SEO strategies, including on-page optimization, competitor benchmarking, and keyword targeting.
- Produced and refreshed high-performing, search-optimized content aligned with SEO best practices and analytics insights.
- Tracked and analyzed SERP performance, keyword rankings, and traffic metrics to refine SEO campaigns.
- Engaged with digital communities and executed outreach initiatives to support backlink acquisition and brand visibility.

#### Intern - Web Designer at Cosmic Software

2012 - 2013

- Maintained and updated websites for consistent performance and user experience.
- Handled SEO tasks to improve site visibility and search rankings across multiple platforms.
- Contributed to the design and maintenance of websites:
- [www.maharishisolar.com](http://www.maharishisolar.com)
- [www.maharishiyurvedaindia.com](http://www.maharishiyurvedaindia.com)
- [www.maharishiorchards.com](http://www.maharishiorchards.com)
- <https://muit.in/>

#### Education

##### Master Degree (Business Administration)

2016

##### Diploma (GNIIT)

2013

##### Bachelor Degree (Commerce)

2012

##### Diploma (CCM (Creative Communication & Management))