

NISHANT SRIVASTAVA

+91-9911211279 | nishantsrivastava11020@gmail.com | Ghaziabad, Uttar Pradesh, India

LinkedIn: [<https://www.linkedin.com/in/nishant-srivastava/>] | Portfolio:

[<https://www.nishantsrivastava.com/>]

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Strategist with 10+ years of experience driving measurable business growth through data-backed strategies, SEO excellence, and omnichannel campaigns. Proven record of achieving up to 40% conversion growth, 25% lower acquisition costs, and multi-platform ROI optimization. Skilled in AI-driven analytics, CRO, marketing automation, and cross-functional team leadership. Adept at scaling digital presence for startups and enterprise clients in tech, healthcare, and e-commerce sectors.

CORE COMPETENCIES

Digital Strategy & Growth | SEO/SEM | Google Ads | PPC Management | Content Marketing | Social Media Strategy | Email Marketing | Conversion Rate Optimization | Marketing Automation | Web Analytics (GA4, Data Studio) | CRM Tools (HubSpot, Mailchimp) | Team Leadership | E-Commerce SEO | Project Management | A/B Testing | UX Optimization

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | Unziplogic Systems | 2024 – Present

- Revitalized email campaigns using segmentation and A/B testing, increasing open rates by 28% and conversions by 12%.
- Managed Google Ads and social campaigns delivering 19% higher CTR and 11% lower CPC across multi-channel PPC networks.
- Boosted organic traffic by 37% and improved average SERP ranking by 5 positions through keyword optimization and on-page SEO.
- Collaborated cross-functionally to align UX and landing page design with campaign goals, reducing bounce rate by 15%.
- Produced detailed analytics and ROI dashboards using Google Analytics and Data Studio to support executive decision-making.
- Supervised a 5-member digital team, optimizing task management, quality control, and performance outcomes.

Digital Marketing Manager | Techsharks Internet Service Pvt. Ltd. | 2022 – 2024

- Implemented ROI-driven SEO and content strategies that increased organic traffic by 35% and lead conversions by 91%.

- Improved on-page SEO and UX to reduce bounce rate from 62% → 34%.
- Conducted technical SEO audits and competitive analysis for 50+ client websites.
- Oversaw A/B and multivariate testing of landing pages to enhance conversion funnel performance.
- Partnered with content creators to produce SEO-optimized blogs and landing pages aligned with search intent.

Digital Marketing Head | WeDigit | 2018 – 2022

- Led a team of 4, achieving 200% growth on Twitter and 500%+ audience expansion on Facebook and Instagram.
- Executed full-funnel, omnichannel marketing campaigns across SEO, SEM, social, and email channels, driving retention and engagement.
- Managed lifecycle marketing projects from planning through QA, ensuring on-time, within-budget delivery.
- Built performance tracking dashboards with UTM tagging and weekly KPI reviews to guide data-driven decisions.

Digital Marketing Head | Globus Remedies | 2016 – 2018

- Developed integrated B2B/B2C marketing strategies across tech, fashion, and home decor sectors.
- Managed paid ad budgets exceeding ₹50L annually, optimizing ROAS and engagement across Facebook, Instagram, and Google.
- Spearheaded influencer marketing and affiliate campaigns that boosted branded content reach by 300%+.

Social Media Analyst | Futomic Consultancies | 2015 – 2016

- Managed cross-platform ad campaigns (Google, Meta, YouTube), optimizing cost per result through analytics-driven insights.
- Conducted audience segmentation and data mining to identify growth opportunities and campaign improvements.

SEO Executive | QRS Infosys | 2013 – 2015

- Executed on-page/off-page SEO strategies improving keyword rankings and organic visibility for multiple client projects.
- Delivered measurable ranking improvements and supported link-building initiatives through targeted outreach.

Intern – Web Designer | Cosmic Software | 2012 – 2013

- Designed and maintained websites for major clients including Maharishi Ayurveda India and Maharishi Solar, improving UI/UX and SEO visibility.

EDUCATION

- MBA (Master of Business Administration) – 2016
- Diploma (GNIIT) – 2013
- Bachelor of Commerce – 2012
- Diploma – Creative Communication & Management (CCM)

TECHNICAL SKILLS

Google Analytics 4, Data Studio, SEMrush, Ahrefs, Screaming Frog, Moz, WordPress, Shopify, WooCommerce, Canva, Trello, Asana, HubSpot, Mailchimp, Zapier, Hootsuite, Google Ads Manager, Meta Business Suite, Microsoft Office

LANGUAGES

English (Fluent), Hindi (Fluent)

PROJECT HIGHLIGHTS

- E-Commerce SEO Overhaul: Increased site traffic by 120% and reduced cart abandonment by 18%.
- Omnichannel Lead Campaign: Generated 2.5x more qualified leads in 6 months with 20% lower CPA.
- Website Revamp Initiative: Collaborated with design and dev teams to raise average session duration by 25%.

Basic Details

Gender - Male

Date of Birth - 1990-12-20

Marital Status - Married