

NIMIT GUPTA

Digital Marketing Specialist



PERSONAL INFORMATION

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AWARDS

- Digital Marketing Innovation Award at WeP Digital
- Quick Starter Award at IDBI

CERTIFICATES

- Google AdWords
- Google Analytics
- Hubspot Marketing
- Facebook Blueprint

SKILLS

- Digital Marketing & Campaigns
- Marketing Strategies
- Corporate Communications
- SEO, SEM & SMM
- Content Marketing
- Brand Management
- Digital Analytics
- Market Research
- Vendor Management
- Creative Team Management

PROFESSIONAL SUMMARY

Digital Marketing professional with over 5 years of experience and proven success in leading corporate digital marketing activities.

I help in conceptualizing, developing and executing high performance digital marketing campaigns, creative strategy & marketing communications in line with the corporate strategy.

PROFESSIONAL EXPERIENCE

WeP Digital Services Limited, (Feb 2017 - Present)

Assistant Marketing Manager

WeP Digital is one of the Bangalore's top digital solutions company

Responsible for generating sales leads through digital marketing activities. Overseeing corporate communications & 5-member team.

- Developed and launched digital campaigns by researching search trends, audience demographics, interests & preferences
- Developed social media marketing strategy, increasing overall engagement by 40%
- Company website optimization with relevant keywords, reducing bounce rate from 73% to 23%
- Introduced scheduled targeted email marketing programs using Mailchimp resulting in improved open rates by 3%
- Implemented the Sugar CRM improving lead management and communication flow for sales and marketing teams
- Conceptualized & developed marketing collateral
- Created weekly in-depth performance and growth reports for senior management

Yappily, (Dec 2016 - Jan 2017)

Digital Marketing Manager

Yappily is an online marketplace for handcrafted goods

Managed Yappily's digital properties including the website, app and blog, and coordinated social media and marketing communications

- Planned, executed, optimized and analysed the digital campaigns on Facebook, Twitter, and Google AdWords
- Implemented A/B testing for email campaigns to identify most successful templates, content, send times & subject lines
- Implemented SEO best practices and optimized website, which increased organic traffic and boosted conversion rates by 2%
- Provided critical data and key metrics using Google analytics

TOOLS

- Facebook Ads | Twitter Ads | Google AdWords
- Google Analytics, Tag Manager, Data Studio
- Hootsuite, SMERush
- Hubspot, Sugar CRM
- MailChimp, SendInBlue, SendGrid, Constant Contact
- Sysomos, Radian6, Brandwatch, Meltwater
- Wordpress, Wix, HTML
- Canva, DesignBold, Photoshop

VOLUNTEER WORK

- Cubbon Park Dog Welfare- Help Create awareness about dog health and adoption
- SaveLife Foundation- Road safety awareness
- Volunteer for various college events (Convocation, Microsoft Techdays, Infosys Spark, Gyanmanthan)

EDUCATION

- MBA Marketing (2012-2014)
[IMT, Nagpur, India](#)
- B.Tech. Computer Science (2008-2012)
[LPU, Punjab, India](#)

INTERESTS & HOBBIES

- Dog Enthusiast
- Traveling
- Motorcycle Riding
- Cooking

- Optimised website resulting in increase in visits by 55%, new visitors by 81% and visits originating from organic, app downloads by 120%

Affinity, (Aug 2015 - Aug 2016)

Social Media Analyst

Affinity is an interest based social media platform

Analysed large volumes of data and conversation received in real-time and created monthly and ad-hoc reports for senior management, marketing groups.

- Analysed performance of all social media platforms (Facebook, Twitter, Instagram) for developing campaigning strategies
- Generated in-depth analysis reports on users' behaviour and activity on website and mobile app using Google Analytics
- Analysed what's trending on social media using tools like SMERush, Ahref, Buzzsumo & Google Trends
- Measured impact of digital campaigns and changing strategies as necessary to increase DAUs and MAUs by 45%/month

Genpact, (May 2014 - Aug 2015)

Senior Research Associate

Genpact is a leading integrated media and business research company

Managed analysis of social media project for a large pharmaceutical company and created monthly report for client and management

- Mining and preparing data based on Key Business Questions
- Data analysis which included Stakeholders analysis, Sentiments analysis, Key Themes analysis, Share of Voice (SOV), Activity trend analysis, Channel breakup analysis, etc.
- Developed actionable Insights which were readily implementable in line with the KBQs

IDBI Federal Life Insurance, (Apr 2013 - Jun 2013)

Market Research Intern

IDBI is one of India's leading financial service providers

Completed market research to understand customer perception towards Life Insurance Companies.

- Market Segmentation to understand customer behaviour & requirements with a sample size of 400+ people