

NIMIT GUPTA

DIGITAL MARKETING EXPERT

I am looking for a challenging and rewarding role in an organization focusing on symbiotic growth where I can use my formal and freelance experience and training in design, copywriting, advertising, branding and project management.

INTERNSHIP

With IDBI Federal Life Insurance from April 2013 to June 2013.

Did market research to understand general customer perception towards Life

SKILLS

- Marketing Strategy
- Digital Advertising
- Influencer Marketing
- SEM & SMM
- Campaign Management
- Content Marketing
- Branding
- Project Management
- Analytics
- Market Research
- Copywriting

BASIC INFORMATION

As an MBA (Marketing & IT), I have over 4 years of experience in managing marketing activities including digital marketing, analytics, social media listening and ATL and BTL activities.

I am currently managing the marketing activities for WeP Solutions Limited.

EDUCATION

Master of Business Administration (MBA)

Class of 2014

Institute of Management Technology — Nagpur

Bachelor of Technology (B.Tech.)

Class of 2012

Lovely Professional University, Punjab

PROFESSIONAL EXPERIENCE

WeP Solutions Limited, (Feb 2017 - Present)

Assistant Marketing Manager

- I am responsible for developing, implementing and executing strategic marketing plans for their new line of business, WeP Digital Services Limited to attract potential customers
- My day-to-day tasks include managing and coordinating marketing and creative staff, leading market research efforts to uncover the viability of current and existing products/services, and liaising with media organizations and advertising agencies
- I am also responsible for working with executives to determine budgets and targets and participating in discussions to develop pricing strategies for products and services
- I help in analysing potential strategic partner relationships for company marketing purpose

TOOLS

- Facebook & Twitter Advertising
- Google AdWords
- Google Analytics
- Hootsuite, MailChimp, Tweetdeck
- Sysomos, Radian6, Brandwatch
- Wordpress

AWARDS & CERTIFICATES


- Digital Marketing Innovation Award at WeP Solutions
- Google AdWords & Analytics Certification
- Quick Starter Certificate at IDBI Federal Life Insurance


INTEREST & HOBBIES


- Blogging
- Cooking
- Motorcycle Rides
- Listening to Music


CONTACT DETAILS

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Yappily, (Oct 2016 - Feb 2017)

Digital Marketing Manager

- I managed Social Media Marketing- Planning & executing the strategy and roadmap across multiple touchpoints like Facebook, Twitter, Pinterest, Instagram and LinkedIn
- I was responsible for planning, executing, monitoring, optimization and analysis of digital campaigns on Facebook, Twitter, Pinterest and Google AdWords platforms
- I managed content and creative strategy to plan and execute design and content elements for Social Media Marketing, Email Marketing and Digital Advertising
- Other tasks included managing SEO and analysing performance using Google analytics

Affinity, (Aug 2015 - Sep 2017)

Digital Marketing Manager

- At Affinity I was completely responsible for the analytics part of the business which I did using Google Analytics and few other tools
- Apart from generating weekly growth reports, which helped in understanding the growth of the company, I helped in deciding the strategy based on what is working and what is not
- I was part of the team handling the digital marketing activities like Facebook marketing, Twitter Ads, Google AdWords

Genpact, (May 2014 - Aug 2015)

Senior Research Associate

- At Genpact I was responsible for managing social media project of one of the largest pharmaceutical companies in the world.
- My responsibilities included taking out relevant data based on defined parameters for quality control and do data analysis.
- Develop actionable insights in line with the KBQs