



NIMIT GUPTA

MARKETING COMMUNICATIONS EXPERT

AWARDS & CERTIFICATES

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

SKILLS

- Marketing Strategies & Campaigns
- Corporate Communications
- Digital Advertising
- SEO, SEM & SMM
- Public & Media Relations
- Content Marketing
- Brand Management
- Digital Analytics
- Focus Group & Market Research
- Vendor Management
- Creative Team Leadership

PROFESSIONAL SUMMARY

Marcom professional with over 5 years of experience and proven success in leading corporate marketing and internal communications for companies across diverse industries.

I help in conceptualizing, developing and executing digital and traditional marketing campaigns in line with the corporate strategy.

Proven track record in producing high marketing campaign response rates and executing successful product launches.

EDUCATION

Master of Business Administration (MBA)

Marketing- Class of 2014

Institute of Management Technology — Nagpur

Bachelor of Technology (B.Tech.)

Computer Science- Class of 2012

Lovely Professional University, Punjab

PROFESSIONAL EXPERIENCE

WeP Digital Services Limited, (Feb 2017 - Present)

Assistant Marketing Manager

Manage corporate marketing and communications functions, overseeing a 12 Lakh budget and 5-member team. Direct brand management, digital marketing, PR, media relations, product launches, advertising, sales collateral and events marketing.

- Develop and launch integrated, multi-channel print, digital and direct marketing campaigns to improve lead generation
- Develop and manage web presence including social media accounts such as Facebook, Twitter & LinkedIn
- Co-coordinate marketing campaigns with sales activities
- Work closely with design agencies and vendors
- Implemented the CRM improving communication flow and adding an effective sales tool for field reps
- Build product and company presentations, catalogs, guides and brochures to help sales reps sell more effectively
- Perform customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve
- Create weekly in-depth performance and growth reports for senior management
- Maintain effective internal communications to ensure that all relevant company functions are kept informed

TOOLS

- Facebook & Twitter Advertising
- Google AdWords
- Google Analytics
- Hootsuite, SMERush,
- MailChimp, SendInBlue, SendGrid
- Sysomos, Radian6, Brandwatch, Meltwater
- Wordpress, Wix, HTML

INTERNSHIP

IDBI Federal Life Insurance
(Apr 2013 - Jun 2013)

Market research to understand customer perception towards Life Insurance Companies


INTEREST & HOBBIES


- Dog Enthusiast
- Cooking
- Motorcycle Riding
- Listening to Music


PERSONAL INFORMATION


 +91-8884132288

 nimitgupta08@gmail.com

 www.nimitg.com
www.digitalenthu.com

 /guptanimit

 @digitalenthu

 D-13/A, East Jyoti Nagar,
Delhi, India - 110093

Yappily, (Dec 2016 - Jan 2017)

Digital Marketing Manager

Managed Yappily's digital properties including the website, app and blog, and coordinated social media presence, including LinkedIn, Facebook and Twitter

- Planned, executed, optimized and analysed the digital campaigns on Facebook, Twitter, and Google AdWords
- Introduced scheduled targeted email marketing programs using Mailchimp resulting in increased open and conversion rates
- Managed SEO and analysed performance using Google analytics
- Monthly results for website: increase in visits by 55%, new visitors by 81% and visits originating from organic, app downloads by 120%
- Monthly results for blog: increase in visits by 7%, new visitors by 20% and visits originating from organic traffic

Affinity, (Aug 2015 - Aug 2016)

Social Media Analyst

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

- Analyzed 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 the impact of social media campaigns, and changing strategies as necessary to increase DAUs and MAUs by 45%/month

Genpact, (May 2014 - Aug 2015)

Senior Research Associate

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