

ANIMESH NIVANGUNE

Digital Marketing Specialist | GA4 • Meta Ads • SEMrush • GSC

animeshnivangune@gmail.com | +1 (203)-953-9641 | [linkedin.com/in/animesh-nivangune](https://www.linkedin.com/in/animesh-nivangune) | Bridgeport, CT (Open to relocation)

Results-oriented Digital Marketing Specialist with 3+ years driving measurable growth for DTC brands and startups. Proven track record of increasing organic traffic by 30%, boosting email CTR to 3.2%, and scaling Instagram engagement by 180%. Expert in full-funnel marketing optimization using GA4, SEMrush, and Meta Ads Manager. Specializes in performance marketing, SEO strategy, and data-driven campaign optimization for high-growth companies.

PROFESSIONAL EXPERIENCE

TAILORED WEALTH

Social Media Marketing Intern

Nov 2024 – Feb 2025

- Increased Facebook engagement by 15% through keyword-informed content and tailored creative strategies.
- Designed and executed weekly social media calendars focused on brand storytelling and SEO-driven reach.
- Used Google Analytics 4 to monitor post-performance, track user engagement, and refine audience targeting.
- Boosted newsletter sign-ups by 10% through funnel-based CTA placements across Facebook and Instagram.
- Collaborated with the design team via Figma to create platform-optimized visual content.
- Conducted competitor social audits to refine content pillars and adjust tone-of-voice based on engagement insights.
- Leveraged SEMrush to align posts with trending keywords and ensure visibility in organic social searches.
- Delivered performance recaps to leadership, highlighting impressions, engagement rate, and audience behavior patterns.

FAV MEDIA HOUSE

Digital Marketing Coordinator

May 2023 - May 2024

- Achieved 180% increase in Instagram story views through strategic hashtag optimization and content timing analysis
- Maintained industry-low CPC rates by aligning ad copy with high-intent keywords and continuous A/B testing
- Enhanced organic search visibility by executing on-page SEO improvements, including meta tags, headers, and content structure optimization
- Led backlink outreach campaigns resulting in 15+ high-authority domain links and improved search rankings
- Collaborated cross-functionally with creative teams to ensure SEO best practices across all campaign deliverables.

RESIDENCY CLUB (Concurrent Contract Role)

Training & Digital Marketing Coordinator

May 2023 - Dec 2023

- Scaled Instagram reach to 3.5K–5K per post through strategic A/B testing of creative assets and optimal posting times
- Reduced content production time by 30% by implementing AI-powered workflows using ChatGPT and Grammarly
- Improved content discoverability through schema markup implementation and structured data optimization
- Managed multi-platform content calendar using Sprout Social and GA4 insights to maximize engagement during peak user activity
- Developed SEO-optimized training and resource content for internal and client use, improving discoverability and clarity.

KOOP BOX

SEO & Digital Performance Coordinator

Jan 2022 - June 2023

- Increased organic traffic by 30% via keyword optimization, technical SEO audits, and improvements in page speed.
- Built and tested email flows with subject line A/B tests and CTA optimization to improve CTR (3.2%).
- Conducted weekly SEO reviews using SEMrush and Google Search Console to fix crawl errors and enhance indexing.
- Improved landing page UX and reduced bounce rate using behavioral insights from Google Analytics.
- Collaborated on blog and social content calendars optimized for search performance and brand consistency.
- Built custom dashboards to track SEO KPIs like ranking, impressions, CTR, and page load time.
- Launched UTM-tagged campaigns to measure acquisition performance across channels accurately.
- Implemented schema markup and addressed technical SEO issues (crawl errors, indexing, site speed).

PROJECT EXPERIENCE

- Developed a full-funnel marketing campaign including blog storytelling, social copy, and email drips.
- Co-led a cross-functional initiative to build and pitch a full-funnel marketing campaign for a direct-to-consumer startup concept, integrating content strategy, customer journey mapping, and multi-platform activation.
- Aligned campaign content to different buyer stages using GA4 and customer persona mapping.
- Co-led a multi-platform marketing plan integrating content and performance analytics, achieving a simulated 35% conversion rate.

TECHNICAL SKILLS

Certifications

Google Ads Certified, Google Analytics, HubSpot Inbound Marketing Certification, SEMrush SEO Fundamental Certification, Meta Social Media Marketing Certificate.

Platforms & Tools

- **Analytics & SEO:** Google Analytics 4 (GA4), Google Search Console, SEMrush, Ahrefs (familiar), BrightEdge (open to learning)
- **Email & CRM:** HubSpot, Klaviyo, Mailchimp
- **Website & CMS:** WordPress, Canva, Figma
- **Paid Media:** Meta Ads Manager, Google Ads, Microsoft Ads
- **Creative & Content:** Adobe Creative Suite (Photoshop, Premiere Pro), CapCut, Final Cut Pro, Jasper AI
- **Project & Workflow:** Airtable, Notion, Sprout Social, Miro.

Core Competencies

SEO & SEM Strategy, Email/SMS Campaign Management, Content Optimization, Landing Page Testing, Conversion Rate Optimization (CRO), UTM Tracking, Campaign Performance Reporting, A/B Testing, Marketing Automation, Brand Voice Development, Cross-Channel Campaign Execution.

EDUCATION

Sacred Heart University, Welch College of Business and Technology

Mar 2025

Master of Science | Major: Digital Marketing

Relevant Courses: Digital Marketing, Social Media Marketing, Integrated Marketing, Digital Advertising, Marketing Analytics, Web Design, Marketing Management, Content Marketing, Analysis of Consumer Decision, Capstone Project– “Bigelow Tea”.

Tilak Maharashtra Vidyapeeth, Pune, India

May 2021

Bachelor of Business Administration | Major: Hospitality Management