

# Nikhil H. Mali

## DIGITAL MARKETER

### PERSONAL INFO

I am a professional with 5 plus years of experience in traditional marketing. Now looking for an entry-level position in digital marketing where I can utilize my extensive knowledge about the area gained during my Master's in digital marketing degree. Well versed with digital marketing tools and strategies.

### EDUCATION

- **Master in Digital Marketing** 2021-2022  
*GISMA Business School*
- **Master of Business Administration** 2012-2014  
*PTU University*

### EXPERIENCE

- **Business Development Manager** 2018-2021  
*More Multi Solutions*
  - Coordinated with different teams and build innovative strategies to accomplish marketing objectives and boost long-term profitability.
  - Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
- **Senior Associate** 2018-2018  
*WNS Global Services*
  - Identified and resolved complex issues by applying advanced analytical and troubleshooting strategies.
  - Collaborated with business development and sales team to ensure company-wide branding consistency for our clients.
  - Consistently exceed average monthly sales goals.

### CERTIFICATES

- Google Analytics IQ certificate
- Hubspot Email Marketing certificate
- SEMRUSH toolkit certificate
- Bings Ads Certificate
- Twitter Flight school Badge



### CONTACT

- ☎ +4915510164625
- ✉ nikhilhm1@gmail.com
- 📍 Keithstrasse 36, Apartment 180506, 10787, Berlin, Germany
- 🌐 <https://nikhilhmali.github.io/nikhilmali.github.io/>

### SKILLS

- Mastery in WordPress
- Specialization in SEO & SEM
- Expertise in SMS, Email & Whatsapp Marketing
- Experience in Competitor analysis
- Well versed with MS Office

### TOOLS

- Google Analytics  
 80%
- Hubspot  
 75%
- SEMRush  
 80%
- Mailchimp  
 85%
- Google Search tool  
 85%