

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.
 - Generated business revenue through strategic planning and marketing skills.
- **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**



CONTACT

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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%