

CERTIFICATES

- Advertising Foundation
- Creative Thinking
- Advanced Google Analytics
- Google Data Studio
- Google Display & Video 360
- Google Campaign Manager
- Google Ads Search, Display
- HubSpot Inbound
- HubSpot Content Marketing

TOOLS

- Google Analytics
- Google Data Studio
- Google Search Console, ahrefs
- Google Ads/DV360
- Advance Excel/Google Sheets
- MailChimp

SKILLS

- Campaign Planning
- Content Marketing
- Email Marketing
- Lead Generation
- SEM/SEO
- Campaign Optimization
- Content Writing
- Data Analysis
- Facebook/LinkedIn/Twitter ADs
- Landing Page Optimization
- Conversion Rate Optimization
- Client Servicing & Upselling

INTERESTS & HOBBIES

Podcasts

- Prof G Show

Current Read

- Jobs to Be Done : Anthony W. Ulwick
- Influence - The Psychology of Persuasion : Robert Cialdini
- Don't Make Me Think - Steve Krug

SOCIALS

 marketingchai

 /kishan-thakar

Kishan Thakar

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Growth Marketing Specialist

Hi, Kishan here! I've hands-on experience working with a leading performance marketing agency. I'm specialized in ideating and executing empathy as well as data informed creatives campaigns.

EXPERIENCE

Tatvic Analytics

Growth Marketing Specialist - May 2019 To Continue

Brainstorming, creation, copywriting and optimization of new campaign. Improving quality of leads and conversion rate with user research.

Experience Highlight

- Achieving 100% increase in number of registrations and 285% increase in the number of attendees for webinar organically.
- Go to market strategy and execution for North America region
- Specialist in identifying organic growth opportunities.
- Increase retention and sales with the help of email marketing
- Providing data backed solutions for low Conv. Rate landing pages from Google Analytics ,Competitor's data & UX fundamentals.
- Managing more than \$ 1 Million monthly paid marketing budget

HT Media

Summer Intern

Responsibilities were to increase awareness and bring subscription of financial newspaper Mint. I also conducted market research covering change in reading habits with tech.

Experience Highlight

- Research & Communicate with ground-level customers.
- From reading week's worth newspaper in 30 Minutes, created an exact replica of sales handout before even looking at the original

ACADEMICS

BK School of Business Management

MBA in Major Marketing (CGPA: 3.35/4.3)

- Leading web marketing committee
- Editor for college magazine and online journal "Aarash"

M&N Virani Science College

BSc in Computer Science (SGPA: 8.3/10)

- Director, writer, editor for drama which ranked 3rd
- Passion project of personal blog.