

# ROHIT KUMAR NISHAD

## Certified Digital Marketing Professional

Location: Pune, India

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### OVERVIEW

Professional with over 10+ years of experience in digital marketing and lead generation, with a strong exposure to PPC, web analytics, email marketing, technical SEO, and social media strategies.

I am truly passionate about my work and always eager to connect with other like-minded professionals working towards the digital transformation of the world. While I enjoy all aspects of my job, I find that my favorite stage of any project is working with clients to understand their business objectives and challenges, and to provide the right marketing solutions. I help clients improve their marketing funnel by implementing different digital marketing strategies to achieve their desired goals.

My experience spans various business domains, including information technology and services, Construction ERP, healthcare, transportation and logistics, education and e-learning, and market research.

### SPECIALTIES

- SEO
- Social Media Marketing
- Google Analytics
- On-Page & Off-Page techniques
- PPC
- Email Marketing
- Video Marketing
- Basic HTML and WordPress
- Paid Social Advertising
- SEM
- Content Marketing
- Link Building
- Marketing Automation

### PROFESSIONAL EXPERIENCE

#### Kanix Infotech Private Limited

Digital Marketing Manager

Pune, Maharashtra

Jul 2023 – Present

#### Job Description

- Responsible for developing, implementing, and managing digital marketing strategies to promote Kanix's Highrise Construction ERP Software.
  - Managed and optimized PPC campaigns across Google Ads, Facebook Ads and LinkedIn Ads.
  - Generated detailed performance reports for director, highlighting campaign successes and areas for enhancement.
  - Coordinated with the sales team to ensure lead quality and track conversion outcomes.
  - Conduct market research to identify trends, customer needs, and competitive landscape.
  - Develop and execute social media strategies to enhance the company's online presence.
  - Managed SEO initiatives to improve organic search rankings.
  - Allocate and manage the digital marketing budget to maximize ROI.
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**Biz4Solutions Private Limited**

Sr. Digital Marketing Executive (Team Lead)

**Pune, Maharashtra**

Jan 2019 – Jun 2023

**Job Description**

- As the leader of a team of four professionals, I was responsible for all marketing and advertising functions, as well as handling the team of designers, developers, and testers. I created plans and task lists related to all digital marketing needs and website development.
- I manage both in-house and client online marketing campaigns from start to end, by understanding the client's business requirements and creating an effective online marketing plan that promotes the brand and generates leads.
- Planning and executing all digital marketing activities, including SEO/SEM, paid campaigns (Google ads & LinkedIn, Facebook campaigns), marketing database, email marketing tools & database, social media campaigns, and content marketing.
- Build and manage a content calendar and content promotion plan that attracts a qualified audience to the website (including blog posts, whitepapers, eBooks, case studies, infographics, etc.)
- Utilize various tracking and analytics tools to monitor the performance and health of the website. Provide regular reports and use these insights to forecast web traffic.
- Utilize the strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints.
- Create proposals for new clients, provide suggestions, and report on the status and results of all implemented marketing strategies on a regular basis.
- Keyword research analysis is conducted to understand what our target audiences are searching on search engines and to boost SEO ranking.
- Carrying out competitor research to identify the strengths and weaknesses of our competitors and to develop new strategies.

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**Symphony Solution Inc.**

Business Development Executive

**Pune, Maharashtra**

Jul 2017 – Dec 2018

**Job Description**

- Lead Generation through email marketing, SEO activities, Social Media Networking and video marketing with C-Level executives for Singapore, GCC and USA and generate revenue for the company.
- Responsible for complete Email Marketing in USA and GCC by using various automation tools like Mail Chimp, Elastic Email and Juvlon.
- Follow the strategies like Business Introduction, Newsletter, Re-engagement Campaign, and Promotional Campaign under email marketing.
- Work with the digital marketing team regarding various digital marketing activities like SEO, SEM, SMM, PPC, social media & content marketing to create an overall Marketing Strategy.
- Marketing research for new prospects in different regions.
- Creating Scope of Work based on client's requirement, and RFPs which include Project Timeline and methodology which we follow in development.

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**Sphinx Solution Pvt. Ltd.**

Business Development Executive

**Pune, Maharashtra**

Jan 2015 – Jun 2017

**Job Description**

- I worked on various digital marketing strategies like on-page optimization, off-page optimization, and social media marketing to generate leads.
- Generated effective appointments and leads through varied activities like emails, social media, and networking for Singapore, the United Arab Emirates, Saudi Arabia, Kuwait, Denmark, Sweden, Switzerland, and Norway.
- I was responsible for gathering requirements, making presentations, scoping work, designing wireframes, and proposals for the client's requirement.
- Prepared a data mining strategy for different industries and locations and handle the data mining team to extract relevant data.

**Rewaa Technologies Pvt. Ltd.**  
Business Development Executive

**Nagpur, Maharashtra**  
Apr 2013 – Jul 2014

**Job Description**

- I was responsible for lead generation, scheduling appointments, and preparing and delivering presentations to clients for products at the client site.
- I was responsible for requirement analysis and providing technical support related to software and other areas of customer services.
- I had the responsibility of generating new business for the domestic market through email marketing and other marketing strategies.
- I helped the Business Development team increase the number of clients from 3 to 25 and generate revenue.

**Ace Con Consultancy Services**  
Marketing Executive

**Nagpur, Maharashtra**  
Nov 2011 – Dec 2012

**Job Description**

- I was responsible for market research, new business generation, and selling and supporting the product in the Maharashtra region.
- Responsible for preparing and delivering presentations to clients for products.
- Managing Customer Relationships.

**SKILLSET**

- |                   |                        |                                  |
|-------------------|------------------------|----------------------------------|
| • Communication   | • Team Management      | • Creativity and Problem-Solving |
| • Leadership      | • Adaptability         | • Research & Analysis            |
| • Market Research | • Competitive Analysis |                                  |

**TOOLS USED**

<b>Data Analytics</b>	Google Analytics, Google Search Console, Google Tag Manager, Google Data Studio, Google Keyword Planner
<b>Paid Campaign</b>	Google Ads, LinkedIn Campaign Manager, Facebook Ads Manager
<b>SEO Tool</b>	SEMrush, Moz
<b>Email Marketing</b>	Mailchimp, Elastic Email, Zoho
<b>Lead Enrichment Tool</b>	LinkedIn Sales Navigator, Skrapp.io,
<b>Conversion Optimization</b>	Hotjar, Microsoft Clarity
<b>Reporting CRMs Tool</b>	RedMine, Sugar CRM, TeamOnline

## ACADEMIA

Course	Institute/ University	Year
MBA (Marketing & Operation)	C.S.V.T.U, Bhilai, Chhattisgarh	2011
B.E. (Computer Engineering)	R. T. M. Nagpur University, Nagpur, Maharashtra	2009

## CERTIFICATION & IT FORTE

- Digital Marketing Course from the School of Digital Marketing.
- Master in AI & Performance Driven Practical Digital Marketing Course from Digital Trainee.
- Google Analytics Individual Qualification.
- Google Ads Search Certification.

## PERSONAL DETAILS

Date of Birth	28 June 1985
Linguistic Abilities	English & Hindi
Address	Sunrise Society, C-406, Papade Wasti, Hadapsar, Pune, 412308

## DECLARATION

I hereby declare that the above information given is true to the best of my knowledge and belief.

**Rohit Kumar Nishad**