



## Personal Info

- +91 8299364548
- niteshrai7785@gmail.com
- Lucknow, India
- Indian

## Education

### Digital Marketing

Digitrend  
Jan 2019- Aug 2019

### MBA

Swami Vivekanand Subharti University  
Meerut  
Apr 2017 - Apr 2019

### B.Sc. Computer Science

DDU Gorakhpur University  
Mar 2014- Apr 2017

## Language

English  
Hindi

# Nitesh Rai

## Assistant Manager - Digital Marketing

A digital marketing professional with 3+ years of experience & have proven track record of developing and executing successful marketing campaigns across various platforms. Analyze market trends and consumer behavior to create effective strategies that drive traffic, increase engagement, and generate leads.

## Experience

### Asst. Manager Digital Marketing

#### BFC Capital Pvt Ltd, Lucknow

July 2020 – Present

- Create and manage Google Ads campaigns to generate leads or boost sales.
- Managed and monitored social media accounts to increase engagement and follower count.
- Conducted keyword research and analysis to optimize website content and improve search engine rankings.
- Create, curate, and manage all published content (images, video and written) for our lead generation campaigns across various channels, including website, email, social media etc.
- Coordinated with the design team to create visually appealing and effective marketing collateral, including email newsletters, blog posts, and infographics.
- Monitored and reported on campaign performance using Google Analytics and other analytical tools, providing insights and recommendations for optimization.
- Designed and executed email & What's App marketing campaign.
- Conducted competitive analysis and market research to identify key trends and opportunities for growth.
- Managed and optimized Amazon ad campaigns, resulting in an increase in revenue and a decrease in ACOS.
- Improved campaign performance through in-depth analysis and optimization.

### Digital Marketing Executive

#### Labouradda, Lucknow

January 2020 - July 2020

- Developed and executed social media strategies that increased brand awareness and engagement by 50%.
- Created and managed content calendars for multiple social media channels, including Facebook, Twitter, and Instagram.
- Monitored and analyzed social media metrics to track performance and adjust strategies as necessary.
- Managed a team of social media coordinators and oversaw their daily activities.
- Collaborated with cross-functional teams to ensure social media was integrated into all marketing and communication initiatives.
- Monitoring Competitors' social media activity and Website
- Supporting all aspects of the planning and management of Digital Marketing

### Digital Marketing Intern

#### Kashi Infrazone Pvt Ltd

July 2019 - November 2019

- Assisted in the development and execution of social media strategies.
- Created social media content and managed content calendars.
- Responded to customer inquiries and engaged with the community on social media platforms.
- Monitored and reported on social media metrics to track performance.
- Conducted research on industry trends and emerging social media platforms.

# Skills

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- **SEO:**

Expertise in keyword research, on-page optimization, and link-building strategies to improve website visibility and search engine rankings.

- **PPC:**

Proven ability to develop and manage Google Ads campaigns that drive conversions and increase ROI.

- **Social Media Marketing:**

Proficiency in creating and managing social media campaigns across various platforms, including Facebook, Twitter, LinkedIn, and Instagram.

- **Email Marketing:**

Experience designing and executing effective email campaigns that drive engagement and revenue.

- **Content Marketing:**

Skill in creating and promoting high-quality content that attracts and engages target audiences.

- **Google Analytics:**

Ability to track and analyze website and campaign performance using Google Analytics and other analytical tools.

- **Market Research:**

Strong proficiency in conducting market research and analysis to identify key trends and opportunities for growth.