

# NISHANT YADAV

Marketing &  
Acquisition

## Contact

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## Skills

Search Engine  
Marketing(SEM)

Facebook Ads Mastery

Social Media Marketing

Email Marketing

Inbound Marketing

Zapier Tool Mastery

Google Adwords\PPC

Digital Transformation

Business Management

Partner relationship  
development

New business acquisition

Goal-oriented Partner Acquisition & Online Marketing Associate with 3.5 years of experience in marketing automation and policy implementation. A great knack of using marketing automation tools like Zapier & Facebook Ads to increase conversion rates. Accustomed to analyzing company needs and developing long-term solutions to increase ROI through online marketing.

## Work History

2018-12 -  
Current

### Partner Acquisition & Marketing

*Renewbuy.com, Gurgaon, Haryana*

- Promoting insurance policies through online portal & generated a revenue of 60 Lakhs during my tenure.
- Used Zapier to generate leads and marketing automation for better reach & high conversions.
- Handling a team of field agents to amplify the revenue generation through policy sale.
- Monitoring of weekly and monthly targets with high conversion rates.

2017-01 -  
2018-12

### Freelance Insurance Agent

*Policy Bazaar, Gurgaon, Haryana*

- Promoted and sold policies for motor, health and life insurance.
- Generated a decent amount of commission while studying in the final year of graduation.
- It helped me understand the insurance vertical in practical and helped me a lot of excel my career after college.

## Education

2014-07 -  
2017-08

### Bachelor of Arts: Marketing Management And Research

*University Of Delhi - New Delhi*

2018-03 -  
2020-08

### MBA: Business Administration And Management

*Narsee Monjee Institute Of Management - Mumbai*

# Software

Marketing Automation with  
Zapier

Google Ads

Facebook Ads

CRM

# Certifications

2020-05	Search Engine Optimization
2020-05	Digital Transformation Specialist Certification
2020-05	Search Engine Marketing
2020-05	Social Media By Hubspot
2020-05	Email Marketing By Hubspot
	Zapier Mastery Course
	Facebook Ads Certification
	Google Adwords Certification
	Inbound Marketing By Hubspot