

NISHANT SHARMA

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## PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 5+ years of experience in SEO, SEM, social media marketing, and data-driven campaign optimization. Proven ability to increase website traffic, boost engagement, and maximize ROI through strategic planning and execution. Skilled in using AI-driven marketing tools, analytics platforms, and paid advertising to generate high-quality leads and drive business growth.

## PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | Company Name | Dates

- Increased website traffic by 35% and social media engagement by 50% in the first year.
- Managed a \$100,000 annual marketing budget with focus on ROI optimization.
- Led a team of 5 to execute SEO, social media, and email marketing campaigns.
- Increased organic search traffic by 20% through SEO & SEM strategies.
- Managed Google Ads & Facebook Ads, generating a 20% increase in qualified leads.
- Produced content for blogs, newsletters, and social media platforms.

## EDUCATION

- Bachelor of Arts (First Class)
- 12th Grade (First Class)
- Digital Marketing Course – IT Vedant (Grade A)

## SKILLS

- Digital Marketing Strategy
- SEO & SEM Optimization
- Google Analytics / Tag Manager
- Content Creation & Copywriting
- Social Media Marketing
- Google Ads & Meta Ads Management

- Budget Management

- AI Marketing Tools

## CERTIFICATIONS

- Google Analytics Certified
- Facebook Blueprint Certified
- HubSpot Inbound Marketing Certification