

NIKHIL PETER JOSE

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SUMMARY

An MBA graduate from IIM Udaipur, specialized in marketing and strategy. Experienced in working on campaign management (Digital), brand marketing, market research, lead generation, performance analysis and product marketing.

ACADEMIC QUALIFICATIONS

Year	Qualification	Institute	%
2020	MBA	Indian Institute of Management Udaipur	67.25
2015	B. Pharm	BITS, Pilani	61.80
2011	Class XII (CBSE)	Jawahar HSS, Neyveli	80.80
2009	Class X (CBSE)	Jawahar HSS, Neyveli	95.40

PROFESSIONAL EXPERIENCE

Luker Electric Technologies	Marketing Executive	Jul' 16 - Jan' 18
<ul style="list-style-type: none">Built the online presence of Luker in FB and was responsible for increasing awareness, engagement and lead generationIncreased the number of followers using analysis reports finding the right target segments (10k+ in 6 months)Initiated the online branding by creating content, mail templates, social media calendar and managing PRLaunched retention campaigns acting as a customer success manager for clients (designers and architects)Decreased the attrition rate of retailers by about 10%, by constant shop visits and interaction with the retailers		
Inmobi	Campaign Manager –Brand Team	Sep' 15 - Jun' 16
<ul style="list-style-type: none">Managed mobile advertising campaigns for INSEA-META regions at Inmobi (Primarily CPC and CPM campaigns)Worked with Major Brands (Disney, L'Oreal etc)/Agencies (Mindshare, GroupM etc) and developed campaign strategiesOn a day-to-day level, managed multiple mobile display campaigns with a daily spend rate of around \$1000Created business review presentations for clients to define network benchmarks for engagement rates across regions, which helped in later sales pitching and post-campaign analysis and conducted A/B testingFinished a multi crore project for Google for the Youtube App promotion with a daily spend at an average of 3 lakhs		
Sokrati	Business Analyst	Jun' 15 – Aug' 15
<ul style="list-style-type: none">Worked on Facebook business manager for advertisement campaigns across mobiles, tabs and desktopsManaged the next day delivery account for Askmebazaar, with around 30 campaigns (mobile and desktop)		

INTERNSHIP

ICICI Lombard	Digital Marketing Intern	Apr '19 – May '19
<ul style="list-style-type: none">Created content and launched 1300+ digital advertisements using Google Adwords for the E- channel sales teamUsed auction insights to find IL's competitors on the best performing 25 keywords based on impression shareUsed google analytics to improve campaign performance using negative keywords based on CPA and impressionsIdentified multiple custom audience bucket lists to add to Facebook campaigns to improve the click through rates		

LIVE PROJECTS

Saraff Infotech, Bangkok	Product Marketing	Sep '19 – Oct '19
<ul style="list-style-type: none">As an external consultant, conducted market research to identify opportunities for AI product launches across various industries of ThailandDesigned the go-to market strategy, prospected clients and initiated partnership engagement		

CERTIFICATIONS

Google Skillshop	<ul style="list-style-type: none">Google Ad Aps (<i>valid till April '21</i>)Google Ads display (<i>valid till April '21</i>)Google Analytics Beginner (<i>valid till April '21</i>)
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POSITIONS OF RESPONSIBILITY

Media & Industry Interaction Cell, IIM Udaipur	<ul style="list-style-type: none">Elected representative by a batch of 260 studentsMaintained presence of the institute on online, print and broadcasting mediaResponsible for lead generation and conversion of industry contacts for campus visits and subsequently placementsManaged the guest lecture series of IIMU as a platform for students to interact with CXOs	2018-20
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