

NIKHIL “NICK” HIRA

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SEARCH ANALYST CANDIDATE

***Focused on strategy with eye on answering ever-present questions:
How are we going to create and execute search campaigns? How can we improve KPIs?
How do we continually optimize campaigns to reach our performance objectives?***

- **Paid Search Marketing:** Perform competitive analysis and research and develop targeted keyword portfolios. Optimize paid search campaigns through A/B split testing, creative ad copy writing, landing page design and keyword research. Leverage knowledge of simple and quick campaign building and uploading strategies using MS Excel to work more efficiently. Google Analytics IQ Certification
- **SEO, Organic Search:** Perform keyword research, keyword rich content creation, optimize on page keyword density, meta tags and internal links, and build inbound links through article submission.
- **Communication & Team Work:** Coordinate successful information exchange and develop rapport with professional institutions, clients, and team members. Able to successfully collaborate with clients to meet individual needs.
- **Key Strengths:** Broad education, professional experience, independent learning style, and strong work ethic.
- **Computer Proficiencies:** MS Office 2007, Excel 2007 (Pivot Tables), SEO, HTML & CSS

CAREER HIGHLIGHTS

Affiliate Marketer, Lion's Path LLC, 2006 – 2010

Led self-funded Paid Search marketing and SEO activities with search engines through affiliate marketing networks. Promoted array of consumer products and professional services including personal chef services, anti-spyware software, and membership clubs. Tracked results and analyzed ROI to reduce overall costs and increase revenues. Sample merchant list: Gourmet-Cookie-Bouquets.com, PersonalChefToGo.com, ArtisanalCheese.com, GolfCard.com, SpyZooka.com. Affiliate Networks: CommissionJunction.com, PepperJamNetwork.com, and ShareASale.com.

- Optimized online marketing campaigns to achieve target ROI and ROAS.
- Developed targeted and productive keyword portfolios for wide array of campaigns.
- Created ad copy and landing pages for optimal CPC, CPA, and CPM.

Analyst, Commercial Loans, Paragon Mortgage, 2005

Analyzed and prepared loan application requests ranging from \$500K – \$2M+, as 1 of only 2 commercial loan analysts. Served as key link between clients and banks to be the 'face' of clients and help them acquire desired financing despite potential credit roadblocks. Also selected to provide project assistance to newly-created Direct Portfolio Lending Division.

- Saved \$500K deal by smoothing over damaging disagreement between buyer and seller.
- Completed up to 8 loan packages monthly – up from company's historical average of 1 per week.
- Introduced digital (PDF) file maintenance and disaster recovery plan, eliminating vast storage issues and backlog.

Assistant Manager, Value Inn, 2001 – 2005

Served as Assistant Manager at 40-room hotel with up to 70% occupancy; simultaneously attended University of South Florida. Supervised small operations team and took over as General Manager during owner's absences.

EDUCATIONAL BACKGROUND

Bachelor of Science, Finance *University of South Florida, 2005*

Associates Degree, Airway Science (Airline Pilot Training) *Embry-Riddle Aeronautical University, 2001*
