

Nimish Tiwari

portfolio-website-coral-tau-72.vercel.app
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Summary

Data enthusiast who likes finding patterns, cleaning/extracting data, and turning it into action. Strong in Python and SQL; builds pragmatic scraping tools and lightweight automations. Comfortable with modern web development and shipping usable dashboards. Looking to contribute where analytics and automation drive measurable outcomes.

Experience

Marketing Analyst — Roboto Studio (Remote, United Kingdom)

Apr 2025 — Present

- Set up PostHog funnels, retention cohorts, and anomaly alerts to link engagement to demo CTAs; established a weekly insights loop that guided publishing and outreach.
- Automated SEO scans and link-health checks; prioritized fixes with exportable backlogs, protecting non-branded traffic via redirects and internal links.
- Built a category-visibility workflow to surface “prompt-like” topics where competitors appeared; fed briefs and targeted outreach.
- Standardized UTM conventions and channel dashboards so campaigns were comparable and low-signal work was trimmed.

Business Development Executive (Intern) — Ideametrics Pvt Ltd (Remote, Pune)

Jan 2025 — Mar 2025

- Prospected and qualified leads, maintained CRM hygiene, and shared weekly pipeline reports.
- Built a scraping bot for target accounts/contacts, cutting manual research time to roughly one-quarter and increasing first-touch volume.
- Used clear narratives and metrics in outreach, improving replies and follow-up decisions.

Full-stack / Web Developer — Tosscall Pvt Ltd (Bhilai, on-site)

Feb 2024 — Dec 2024

- Delivered client sites end-to-end (frontend + basic backend), handled deployments, and integrated analytics for usage tracking.
- Implemented reusable UI patterns, validated forms, and basic SEO hygiene (meta, sitemap, redirects) to improve launch quality.
- Turned loose requirements into small deliverables with fast feedback cycles.

Education

B.Sc. (Hons) Computer Science, University of Delhi

2020 — 2023

Graduated with 80%; projects in data science, programming, and project management.

Senior Secondary (Computer Science), Delhi Public School, Bhilai

2018 — 2020

Scored 93%; strong analytical problem-solving.

Selected Projects

Churn data analysis — Python/SQL: explored churn drivers; summarized retention levers.

SQL data analysis: optimized queries over large datasets; produced clean tables for dashboards.

AJAX mini-app: async fetch, validation, and error handling.

Job data analysis — Python: parsed postings to extract skills trends.

More at: portfolio-website-coral-tau-72.vercel.app

Skills

Programming: Python, SQL, JavaScript, C++

Data / Viz: Power BI, Tableau, Excel

Analytics / SEO: PostHog, Screaming Frog, Ahrefs

Web: HTML, CSS, React, Next.js, Node.js

Tools: Git/GitHub, Jupyter, Vercel, CRMs