

Nimish Tiwari

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Summary

Technical professional with 8+ years of coding experience and a strong foundation in Python, SQL, and data visualization (Power BI, Tableau). Delivers insight-driven marketing analytics, clean data pipelines, and automation that improves acquisition, conversion, and operations. Experienced in modern web development and building dashboards that translate data into decisions. Guidance on keeping resumes ATS-friendly and one page aligns with leading resume best practices. [6][7]

Experience

Marketing Analyst — Roboto Studio *Remote*

Apr 2025 — Present

- Built PostHog funnels, retention cohorts, and anomaly alerts to tie content and feature engagement to sign-ups and demo CTAs, improving weekly insight cadence and campaign targeting.
- Automated SEO site scans (Screaming Frog) and link-health checks; reduced crawl errors and protected non-branded traffic by prioritizing fixes via exportable issue backlogs.
- Created Ahrefs brand/category radar workflow to surface AI/organic visibility gaps and feed briefs for content updates and outreach, aligned with modern brand-visibility practices. [6]

Business Development Executive Intern — Ideametrics Pvt. Ltd. *Remote Jan 2025 — Mar 2025*

- Qualified leads and mapped solution fit; maintained CRM hygiene and weekly pipeline reports.
- Collaborated with marketing on campaign metrics, translating results into follow-up cadences.

Mentor / Developer — TOSSCALL Organization *Remote*

Feb 2024 — Jan 2025

- Built interactive KPI dashboards in Power BI for stakeholders; improved clarity of decision inputs.
- Developed and optimized multiple websites; improved UX and engagement through iterative changes.
- Ran data analysis with SQL/Python and managed pipelines to ensure data quality across projects.

Education

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

2020 — 2023

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

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

2018 — 2020

Scored 93%; strong focus on analytical problem-solving.

Selected Projects

Corporate Sales Dashboard — Excel, Power BI

Built a management dashboard to visualize marketing trends and sales performance; improved planning by highlighting channel contribution and QoQ movement.

Covid Data Analysis — SQL

Processed large public datasets to uncover trends; optimized queries and produced actionable insight tables for downstream visualization.

Retail Store Analysis — Python (Pandas, Matplotlib)

Analyzed transactional data to identify revenue drivers and seasonal effects; produced a concise set of metrics for store actions.

Skills

Programming: Python, SQL, C++, HTML, CSS, JavaScript

Data Visualization: Power BI, Tableau, Excel

Analytics / Tools: PostHog, Ahrefs, Screaming Frog, Vercel Analytics, Jupyter Notebook, Git, CRM systems

Core: Data analysis, dashboarding, automation, problem-solving, client communication