

Nitish Yumnam

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Experience

Optivoxx Technologies | Imphal, Manipur Marketing Manager | 12/2024 - 07/2025

- Developed and executed high-impact digital marketing strategies to skyrocket monthly sales by 2300%
- Acquired and onboarded 122 new clients, significantly expanding the customer base
- Managed and optimized paid advertising campaigns across Meta and YouTube to maximize ROI
- Led a high-performing team and conducted orientation classes to foster continuous learning and growth
- Analyzed market trends and competitor strategies to inform marketing decisions
- Collaborated with cross-functional teams to align marketing efforts with overall business goals

Code To Destiny | Imphal, Manipur Sales and Marketing Executive | 05/2024 - 12/2024

- Achieved 33% of all sales in the first month, consistently contributing 30-40% of team's total sales
- Managed end-to-end client lifecycle to ensure exceptional customer satisfaction and retention
- Utilized MS Excel and Google Sheets to track sales performance and identify key trends
- Developed and implemented marketing strategies to drive sales growth
- Conducted market research to identify customer needs and preferences
- Collaborated with cross-functional teams to execute marketing campaigns and initiatives

IM Tech | Imphal, Manipur Assistant Teacher | 11/2023 - 05/2024

- Trained and mentored approximately 150 students across multiple batches in foundational software and programming concepts.
- Demonstrated strong presentation and communication skills by delivering complex technical information clearly.

Skills

Digital Marketing, Website Development, Lead Generation, Content creation, CRM, Sales, Data analytics, Communication skills, Python

Education

DM College of Science | Imphal, Manipur Computer Science | 05/2026

- Built multiple projects ranging from basic websites to full fledged web application.
- Hosted and managed multiple events ranging from college events to company training and hiring programs

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EK Higher Secondary School | Imphal, Manipur Science (12th) | 05/2023

Saint Thomas School | Imphal, Manipur High school | 05/2021

Languages

English, Manipuri, Hindi

Certificates

CCA - Concept in computer applications certification