

# Nikhil Raj PK

Driving growth by bridging data and digital campaigns



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🚗 Light Motor Vehicle (UAE/International)

📍 United Arab Emirates

An adaptable, tech-driven professional with expertise in architecting and leading digital roadmaps and strategies.

Core expertise includes precise audience mapping, managing high-performance cross-platform campaigns, and scaling results. Proven track record of delivering strategic insights that drive engagement, conversions, and measurable revenue growth.

## Top Hands-on Tools

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- **Performance Marketing:** LinkedIn Campaign Manager - Meta Ads Manager (*Social Media*) | Google Ads - Campaign Manager 360 (*Search/Display*)
- **MarTech:** MailChimp -Marketing Hub -Marketing Cloud (*Automation*) | Salesforce - Zoho (*CRM*) | Custom - Built CRM (*Product Owner*)
- **Creative and Media:** Adobe Suite (*Incl. After Effects, Photoshop, Illustrator and Premiere Pro*) | Midjourney - Banana - GPT 4o (*Media Generation*) | Figma (*Wireframing/UI/UX*) | Canva (*Ad-hoc*) | Miro (*Roadmap basics*)
- **Content and SEO Platforms:** Ahrefs - SEMrush - Moz Pro (*Analysis*) | SurferSEO - Clearscope (*Creation*) | Screaming Frog - Search Console - Business Profile (*Diagnosis*)
- **Data Analytics:** MS Power BI (*Visualization & Reporting*) | Google Analytics (*Web Analysis*) | Native Platform Analytics
- **Behaviour Analytics:** MS Clarity - Hotjar (*Heatmaps & Session-replays*)
- **Project Management:** Basecamp (*Team Communication*) | Notion (*Roadmaps*) | Jira (*Epics & User Stories*)
- **Technical Add-On's:** Python (*Data Scripting & Automation*) | API Integrations | HTML/CSS | GitHub

## Work Experience

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Apr '23 – Current  
UAE (On-Site)

### Marketing & Digital Transformation Manager (Global Markets)

Mahindra Emirates Vehicle Armouring (B2G/B2B Defense Solutions) ☎

- **Strategy & Planning:** Design and lead digital roadmaps that bridge the gap between technical infrastructure and global expansion strategies.
- **Systems & Automation:** Build a unified digital ecosystem by connecting proprietary tools via APIs and using Python to automate data tasks and keep workflows in sync.
- **Product Ownership:** Serve as the Virtual Product Owner for a custom-built CRM, defining technical requirements and development plans to align internal processes with broader business goals.
- **Performance Optimization:** Lead data-driven campaign improvements and digital wireframing (UI/UX) to ensure sales pipelines are operating at peak efficiency.

- **Team Collaboration:** Facilitate smooth collaboration between stakeholders, technical teams, and external agencies to keep brand positioning consistent across all channels.
- **Growth & Events:** Manage brand representation at international trade shows and executive summits to identify and develop new business opportunities.

Jan '22 – Mar '23  
INDIA (Remote)

### Digital Marketing Consultant

Coach2Reach Inc. (B2C Ed. Tech) [🔗](#)

- **Search Strategy:** Designed and owned the end-to-end Google Ads strategy (Analysis, Budgets, Targeting etc), globally, aligned with business goals.
- **Performance Optimization & Scaling:** Optimization and scaling across all campaigns, driving performance improvements, Quality Score improvement, and advanced bidding strategies.
- **Analytics & Roadmap:** Established conversion tracking and performance reporting (GA/GTM), translating campaign data into actionable insights and roadmaps.

Nov '20 – Dec '21  
INDIA (Hybrid)

### Social Media Specialist

ChalksnSlate Media Pvt. Ltd. (B2B Media Agency Startup) [🔗](#)

- **Social Media Strategy:** Developed and executed cross-platform social media strategies to achieve engagement and growth goals of clients.
- **Creative & Content:** Defined creative direction, enforced content best practices, and managed outputs to align deliverables with client campaign objectives.
- **Performance & ROI:** Implemented continuous optimization and creative iterations to improve client campaign objectives.

Oct '16 – Jul '20  
INDIA (Hybrid)

### Sr. Digital Marketing Associate

Markon Strategy Consulting Pvt. Ltd. (B2B Marketing Consulting Startup) [🔗](#)

- **FE/UI/UX Development:** Wireframed and developed conversion-driven landing pages to websites for clientele.
- **Automation Tools:** Implemented and managed marketing automation systems to streamline workflow efficiency.
- **Funnel Strategy:** Executed campaigns focused on lead-to-conversion goals and brand awareness for clients.

## Education

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Sep '12 – May '16  
Kochi, India

### B.Tech Computer Science Engineering

Mar Athanasius College of Engineering [🔗](#)