

Nitin Sarkar

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Bengaluru, Karnataka, IN

Experience

Futurepedia.io | US based AI startup

04/2023 - Present

Head of Content and Operations - Remote

- Collaborated directly with the founder for over 6 months, enhancing digital presence and performance.
- Achieved 267% increase in daily organic website traffic in 90 days.
- Expertise in Content Management Systems (CMS) using Sanity, Wordpress and Asana for efficient content delivery.
- Conducted client onboarding, collected feedback for service improvements.
- Implemented SEO strategies using SEMrush, Ahrefs, Google Analytics, and Search Console.
- Controlled all website content updates, ensuring accuracy, timeliness, and quality.
- Aligned closely with the Devs team to identify and report bugs, ensuring prompt resolution and contributing to the enhancement of service quality.

Niladvantage Technologies Pvt. Ltd.

12/2022 - 01/2023

Digital Marketing and Team Lead - Remote

- Managed daily leads and created EDMs and advertisements for email marketing.
- Utilized Canva and Mailchimp/Unlayer to edit marketing materials.
- Recruited and trained a team of interns, engaged jointly with the Founder.

TheBrandMark & Wemerchin. | E-Commerce

03/2022 - 05/2022

Logistics and Client Management - Remote

- Conducted cold calls to verify and update order values, enhancing client data accuracy and strengthening relationships.
- Managed logistics using tools such as Google Sheets, Shopify and Shiprocket to ensure efficient order fulfillment and delivery.
- Effectively handled Non-Delivery Reports (NDRs) to resolve delivery issues promptly and ensure customer satisfaction.

Skills

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|---|------------------------------|------------------|
| • Leadership and Collaboration | • Brand Polishing/Developing | • Canva Design |
| • Hard Work and Attention to Detail | • Google Search Console | • Asana/Outlook |
| • Strategic Planning and Execution | • Digital Marketing and SEO | • SEMrush/Ahrefs |
| • Communication and Relationship Building | • MS Office Suite | • Wordpress |

Languages

English, Kannada, Bengali, Hindi

Education

Bachelors of Business Administration (BBA)

06/2024

Jain College Bengaluru, Karnataka

CGPA: 8.40/10.0

Other Certifications include Google Analytics, Meta Ads and Fundamentals of Digital Marketing by Google.

NGO experience in HelpAge India and Jankalyan Multipurpose Education Society for Children.