

## **CURRICULUM VITAE**

**NIKHIL MUKUND SHUKLA**

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### **CAREER VISION**

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I am looking out for a challenging job in Digital marketing field where I can utilize my skills and knowledge efficiently for organizational growth.

### **SUMMARY**

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- Experienced in handling Lead Generation & Email Marketing campaigns with 5.6 Years of experience in B2B industry
- Experienced in Quality Analyst & Data Auditing
- Excellent communication skills & desire to learn new things

### **Work Experience**

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**Company Name:** Digitalzone Business Consulting Pvt. Ltd, PUNE

**Designation:** Email Marketing Specialist

**From:** 4<sup>th</sup> January 2022 – 4<sup>th</sup> November 2022

#### **Roles and responsibilities:**

- Create email marketing campaigns to promote products or services.
- Ensure marketing message is conveyed clearly and delivered properly to prospects.
- Devise and execute A/B tests, Testing includes subject lines, message content, CTAs, and segments, send time, and new features intended to drive performance lift.
- Collaborating with graphic designers to improve the appearance layout of outputs.
- Maintaining a database of customers who have opted to receive our correspondence.
- Provide regular campaign performance reports that include opens, clicks, conversions, unsubscribes, etc

**Company Name:** VLMS Global, Pune

**Designation:** Data Audit Manager

**From:** 7<sup>th</sup> Oct 2019 – 5<sup>th</sup> August 2021

**Roles and responsibilities:**

- Experienced in data auditing and delivering quality leads
- Efficient in quality analyst and data audit process
- Track campaign and Audit queries to ensure Timely Deliveries
- Deep knowledge of handling XTaaS CRM for quality purpose
- Quality Check of Team Members Performance and Sharing the Feedback accordingly
- Maintaining Delivery Files and Auditing leads generated
- Exceptional listening and analytical skills, Leadership Skills and Knowledge of Sales Navigator
- Experience in handling quality team, knowledge of data research tools (LinkedIn, Manta, Hoovers, ZoomInfo)

**Company Name:** Digitize Hawk Pvt Ltd, Pune

**Designation:** Digital Marketing Executive

**From:** 14<sup>th</sup> January 2019 – 14<sup>th</sup> September 2019

**Roles and responsibilities:**

- Identifying and implementing strategies for increasing website traffic through organic search listings without being blacklisted
- Planning and devising on-page optimization strategies as per website requirements
- Provide Keyword Analysis and necessary recommendations while coordinating with elements and structure of websites and web pages
- Guide the content team to produce SEO-friendly content
- Develop different strategies to implement link building campaigns in coordination with client's SEO goals
- Perform keyword research regularly in coordination with client business objectives.

**Company Name:** MachBizz Marketers Pvt Ltd, Pune

**Designation:** Digital Marketing Associate

**From:** 21<sup>st</sup> September 2017 – 4<sup>th</sup> January 2019

**Roles and Responsibilities:**

- Creation and execution of email-based marketing Campaigns
- An email campaign would involve using the right opt-in data through the Contact Discovery, Pass Verification, and then Email Marketing
- Creating the email, Proof of Content (POC), Landing Pages, Newsletters for mailers
- Using automated tools for email blasts and then using analytic tools to find out the results for each campaign
- Maintain database of Leads and Prospects and finally deliver the qualitative leads to clients

**Company Name:** Signy IT Solutions Pvt Ltd, Pune

**Designation:** SEO Analyst

**From:** 8<sup>th</sup> February 2017 – 15<sup>th</sup> Sept 2017

**Roles and responsibilities:**

- Responsible for developing and implementing SEO strategies for clients
- Guide the content team to produce SEO-friendly content
- Perform keyword research regularly in coordination with client business objectives to optimize the website for existing content and discover new opportunities
- Communicate to management and team on project development, timelines, and results
- Experience with Google Analytics as well as internal reporting tool

**SKILLS**

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- Lead Generation
- Email Marketing
- Data Auditing
- Team management
- MS office

**Education**

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<b>MCA -</b>	Pune University	2016	59%
<b>BCA -</b>	Pune University	2011	54%
<b>HSC -</b>	Diploma in IT	2007	50%
<b>SSC -</b>	Nashik Board	2003	54%

**PERSONAL DETAILS**

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**Address** : Flat No. 401, Queensland Apartment, Moshi, Pune - 412105

**Date of Birth** : 28th September 1987

**Languages Known** : English, Hindi, and Marathi

**DECLARATION**

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

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Nikhil M. Shukla