**Nirmal Alfred D**

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**CAREER SUMMARY**

Dynamic and data-driven marketing strategist with 5+ years of experience across digital marketing, performance marketing, AI systems consulting, and business growth strategy. Specialized in optimizing customer journeys, building AI-powered automations, and driving consistent revenue growth globally. Adept at leading cross-functional teams, designing high-ROI marketing funnels, and streamlining business operations through intelligent automation. Certified by Google, Hubspot, and Harvard with a passion for helping brands scale smarter.

**SKILLS AND STRENGTHS**

* **Skill 1** - List your most relevant [hard skills, soft skills](https://www.jobscan.co/blog/soft-skills-vs-hard-skills/?utm_medium=referral&utm_source=resume-templates&utm_campaign=ats-templates&utm_content=internal-link), and experience for this job.
* **Skill 2** - Mention the skill then briefly add some context to it.
* **Skill 3** - For example (hard skills):
* **Forklift Operation** - OSHA certified forklift operator with 5+ years of experience and a perfect safety record
* **Skill 5** - Another example (soft skills):
* **Multi-tasking:** Met visual design deadlines on overlapping projects in fast-paced agency environment; used project management apps like Basecamp and Trello to keep organized.

**PROFESSIONAL ACCOMPLISHMENTS**

* Generated 15000+ leads and 5 Million+ impressions using Viral marketing for a single event, i.e, Social Media Marketing Summit in a span of 7 days.
* Introduced a paid marketing funnel which generated more than 200k followers on Instagram in 45 days.
* Conducted ATL campaigns which drove insane footfalls to the institute which resulted in at least 75% conversions (Newspapers, pamphlets, hoardings & mall banners).
* Scaled up Facebook ads to achieve 30,000+ sales of a pre- recorded course with more than 3X ROAS (3CR+ in revenue). Scaled Facebook ads to achieve 5000+ sales of a pre-recorded course in just 45 days with a 3X ROAS.

**WORK HISTORY**

**Company 4**, Location, Job Title*,* (MM/YYYY)-Present

**Company 3**, Location, Job Title*,* (MM/YYYY)-(MM/YYYY)

**Company 2**, Location, Job Title*,* (MM/YYYY)-(MM/YYYY)

**Company 1**, Location, Job Title*,* (MM/YYYY)-(MM/YYYY)

**EDUCATION**

Degree, Graduation Year (YYYY), College Name, Location