



Nimba Lakhan Singh

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OBJECTIVE

I am an experienced Digital Marketing Manager with more than five years of experience in handling Digital SEO/Analytics team and Social Media channels management

EXPERIENCE

- **Associate Analyst**
Pennywise Solutions
Managed a team of Analytics and Digital marketers (SEO). Clients interaction, KPI measurement, Project documentation and Reporting/Insights are some of the major responsibility during the period
- **Social Media Analyst**
BigIn IT Services
Managed social media presence of India's major tech giant across all social media channels

PROJECTS

- **Adobe Analytics & SEO Management**
Guided team in the maintenance of website in both Data and On/Off Page Optimization

Clients: VODAFONE INDIA (Web & App), TATA SKY

Results: Completed the project up to 2 months ahead of schedule along with 98% KPI target achievement
- **Social Media Management**
Managed a team of social media to engage and track user conservations across social media platforms

Clients: TATA SONS, MYVODAFONE APP, BMW

Results: Achieved the 100% FRT rate (First Response Time) and succeeded in continuing the client satisfaction since five years

SKILLS

Adobe Analytics

100%

Google Analytics/Keyword Planner

100%

Google Tag Manager (GTM) & DTM

80%

Adobe Launch/Campaign

80%

Google Web Master & Console



Tealium



Power BI



Web Analytics



Semrush, Moz, Ahrefs



Socio, Hootsuite



JavaScript & HTML



Brandwatch



EDUCATION

- **PGDM in Operations, Marketing & Product Management**
RK Business School
78.5%
- **Bachelor in Pharmacy**
SSJ Group Of Institution
73%
- **Intermediate (+2)**
International Junior College
72%
- **S.S.C**
Rock Valley High School
71.6 %

INTERESTS

- Photoshop
- Surfing through internet
- Participating in social activities

LANGUAGES

- English
- Hindi
- Telugu



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