

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

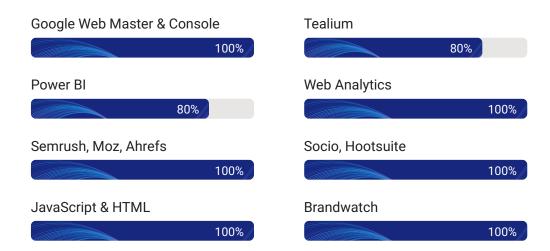
Google Analytics/Keyword Planner

100%

Google Tag Manager (GTM) & DTM

80%

Adobe Launch/Campaign



EDUCATION

PGDM in Operations, Marketing & Product Management
 Pl/ Puring and Only and

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

NIMBA LAKHAN SINGH