**NIRBHAY SHARMA**

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**OBJECTIVE**

To join a professional organization, that may provide me with full experience of my resources & a vast platform so that I can upgrade myself in a better way & bring glory to the company with my excellent technical Knowledge.

**PROFESSIONAL SUMMARY**

 **4+ Years of experience as Digital marketing executive.**

 Promoted the brand's products and services on various social media channels.

 I was able to **generate 7000+ leads** for the company by using the social media campaign techniques on my site.

 Build a social media marketing strategy and execute it through competitive and audience research.

 Create social media marketing strategy and campaign by creating the content idea, budget planning, and implementation schedules.

 Optimize company pages with each social media platform to increase the company'ssocial content visibility.

 Design and integrate the Email marketing campaigns including promotional mailers, newsletters, etc. through CRM tools.

 Regularly monitor social media competitor sites and generate competitor analysis reports.

 Plan, develop social media campaigns according to the specific needs of the company.

**PROFESSIONAL EXPERIENCE**

**Nisarga Woods Pvt Ltd as Digital marketing executive**

**Apr 2018 to Till Date**

• This role involves planning and executing all digital marketing, including SEO/SEM,email, social media and display advertising campaigns.

• Handled the social media platforms and Generated leads through various social media

networks like Facebook, LinkedIn, YouTube, Google.

• Designed and executed paid campaigns on various social media platforms.

• Experience in creating a media plan and executing PPC campaigns.

• Developed and implemented Full funnels strategy from Lead generation till nurturing them.

• On Page and Off Page SEO, content creation for campaigns and social media posts also written few blogs for the company website.

• Providing recommendations to optimize campaign performance across new campaigns and

localized campaigns.

**PROJECTS**

**PROJECT - 1**

**HEBBEVU Agriculture Real Estate – Managed Farmland APR 2018**

**Key Qualifications & Responsibilities**

• Creating Digital Media Plans (Performance Marketing) for the channels like Facebook, Google search, Google display ads, Instagram and LinkedIn.

• Planning and strategizing email campaigns.

• Responsible for optimization of the campaigns.

• Creating brief for Creative solutions and copywriter.

• Analysis of the metrics which we get from Ad campaigns and improving the performance.

• Conversion Rate Optimization of the landing pages to give more conversions.

• Online Branding Featuring on different publication houses like Mid-day, FinancialExpress, Deccan herald etc.

**PROJECT – 2**

**KSHEERA DAIRY FARM Livestock farming Jan 2020**

**Key Qualifications & Responsibilities**

• Handled the social media platforms and Generated leads

• Designed and executed paid campaigns on various social media platforms

• Experience in creating a media plan and executing PPC campaigns

• Developed and implemented e-mail marketing campaigns

• On Page and Off Page SEO, content creation for campaigns and social media posts also written few blogs for the company website

**SOFTWARE PROFICIENCY**

• Internet Tools: HTML, CSS, WordPress, Zoho, Activecampaign, MS Office, Photoshop, Canva, Illustrator & Filmora

• Operating System: Windows 10

**EDUCATIONAL QUALIFICATION**

S. No Certificate/Degree School/University % of Marks

1 B.Tech Raj Kumar Goel Institute Of

Technology

68.2 %

2 Intermediate C.B.S.E. board 74 %

3 High School C.B.S.E. board 82 %

**CORE COMPETENCIES**

• Consistently good track record in Digital marketing.

• Experience in consumer-facing sectors such as Executive – Client Relationship.

• Knowledge of MS Excel and MS PowerPoint for Research-based activities.

• Flexible, action and results oriented, self-starting and have strong analytical skills.

• Fluent in English, Good Interpersonal skills and self-driven.

**AREAS OF INTEREST / HOBBIES**

• Marketing Research

• Digital Marketing

• Social Media Marketing / Internet Marketing

• PPC Advertising Google Adwords

• Google Analytics

• Creating Digital Marketing Strategy

• Playing Chess / Video games

• Travelling

**PERSONAL DETAILS**

**Date of Birth** : October 24th, 1995

**Marital Status** : Single **Languages Known** : English, Hindi **Location Preference** : Bangalore & Pune