



NISHA BHARTI



Digital Marketer

CONTACT



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PROFILE

Self-driven and results-oriented digital marketing professional with 3 years of experience spearheading successful campaigns across e-commerce and B2B sectors. Adapted at crafting comprehensive strategies, driving targeted campaigns, and optimizing performance across SEO, PPC, social media, email marketing, and influencer marketing. Proven ability to deliver measurable results, including a 3x ROAS through Google Ads campaigns and increased brand visibility through strategic initiatives.

SKILLS

- Google Suite Tools (Google Analytics, Google Ads, Search Console)
- SEO
- Social Media Marketing
- Email Marketing
- Influencer Marketing
- E-commerce Platforms (Shopify, Shoptline, WordPress, Wix)
- Paid Advertising (Microsoft Ads, Meta Ads)
- Google Merchant Center)
- A/B Testing
- Content Marketing
- Competitor Analysis
- GTM Strategy
- App Store Ads

EXPERIENCE

Simprosys Infomedia | Digital Marketing Executive |

April 2023 - Present

- Led digital marketing for a Shopify-based lingerie e-commerce store, significantly improving visibility and driving conversions.
- Optimized Google Merchant Center listings, increasing product reach and enhancing shopping experiences.
- Managed 3 Google Ads accounts, consistently delivering approx. 3x ROAS through data-driven optimizations.
- Developed a successful email marketing strategy, implementing a loyalty rewards program to increase engagement.
- Launched influencer marketing campaigns on social platforms, effectively expanding brand awareness.
- Researched and enhanced product attributes for improved market positioning, collaborating with the development team to create a product annotation tool for more accurate feed submissions.
- Gained experience with platforms including Wix, Shoptline, Shopify, and WooCommerce.
- Executed paid and organic media campaigns, including a GTM strategy, increasing user engagement and app installations across Shopify, Wix, and other platforms.
- Leveraged audience insights and analytics to deploy in-app notifications, email marketing (40% average open rate), and targeted ads on Google, Facebook, Microsoft, and Bing to maximize ROI and boost brand visibility.

EDUCATION

MBA – Marketing

Indira College of Engineering and Management, Pune.

Sep 2019-2021

BBM – Marketing

Magadh University, Patna.

April 2014 - 2017

JEE Pumps Pvt Ltd | Digital Marketing Executive |

Jan 2022 - Feb 2023

- Managed and optimized online content with seo and google analytics. Handled social media accounts, created engaging content and monitored performance.

CERTIFICATIONS

- Microsoft Advertising Certificate.
- Fundamentals of digital marketing- Google (9a4 w26w4j).
- Completed digital marketing fundamentals course by Omega digital marketing solutions, Pune.
- Online workshop on digital marketing conducted by focus forward solution, Pune.
- Master class in sales & service excellence by Dale Carnegie & associates, Inc.

- Conducted competitor analysis and suggested strategic actions for market advantage. Developed a marketing plan to attract qualified leads.
- Implemented a/b testing to optimize campaigns for better lead quality. Assisted in running paid campaigns (PPC) and social media campaigns.

Honcho Puppybazar PVT Ltd | Digital Marketing Intern |

July 2020 - Dec 2020

- Monitored social media and online sources for industry trends, identified competitors and growth opportunities.
- Analyzed customer usage patterns to understand product/service engagement. Reviewed and edited blog posts to ensure high content quality.
- Conducted keyword research and implemented page optimization strategies. Designed, implemented, and monitored web pages and websites.