NITESH RANJAN

Noida Sector 12 ● niteshbusiness750@gmail.com ● 6205293785 ● LinkedIn

EDUCATION

Cetpa Infotech Pvt Ltd , Noida
Feb 2024 - Aug 2024
Data Science Training
GPA:

Relevant coursework: Python, SQL, Data Analysis, Machine Learning

Great Learning , Noida
Feb 2021 - Dec 2021
Diploma Course in Digital Marketing and Product Management
GPA:

Dr APJ Abdul Kalam Technical University , Greater Noida
Jul 2014 - Sep 2018
B.Tech in Mechanical Engineering with Distinction
GPA:

Ram Ratan High School , Patna
Jun 2012 - Aug 2014
12th with First Division
GPA:

Blue Bells Academy , Patna
Jun 2010 - Jul 2011
10th with Distinction
GPA:

PROFESSIONAL EXPERIENCE

Bidinn - Noida Sector 65
Jun 2024 - Present
AI Digital Marketing Specialist

- Analyzed campaign performance metrics, resulting in a 25% increase in ROI.
- Improved website traffic by 40% through targeted SEO initiatives.
- Boosted engagement rates by 50% with innovative social media strategies, leading to a 20% increase in lead generation.
- Implemented data-driven decision-making processes to optimize campaign performance.

Winet Infratel Pvt Ltd - Noida Sector 63
Aug 2023 - Jan 2024
Digital Marketing Executive

- Managed Google Ads and SEO campaigns to drive online visibility and lead generation.
- Increased website traffic by 30% and conversion rates by 20% through strategic optimization.
- Introduced automated bidding strategies that reduced cost per acquisition by 25%.

Digital Hub Solution - Noida Sector 63
Oct 2021 - Mar 2023
Digital Marketing Executive

- Specialized in SEO strategies, data analysis using Google Analytics, and occasionally managed Google Ads campaigns.
- Successfully increased organic website traffic by 30% within six months, leading to a 20% rise in conversion rates.
- Optimized website content for SEO, analyzed campaign performance metrics, and created data-driven reports for management.

Best Hawk Infosystems Pvt Ltd - Noida Sector 18
Sep 2020 - Jan 2021
Internship

- Created engaging social media posts and eye-catching flyers for lead generation.
- Managed social media accounts and analyzed performance data.
- Shared insights and ideas to enhance overall marketing strategies.

PROJECTS

Lead Generation & Website Traffic Through Facebook Ads
-

- Managed Facebook Ads campaigns with a daily budget of INR 5000 consistently achieving a target of generating 3 lakh impressions daily.
- Implemented advanced audience targeting techniques to reach and engage with the most relevant audience segments, resulting in increased website visitors and conversions.

Website Traffic & Leads through Google Ads
-

- Developed and implemented comprehensive digital marketing strategies leveraging Google Ads platforms, including Performance Max campaigns, Display Ads, and Search Ads campaigns.
- Managed Google Ads campaigns with a focus on maximizing impressions and driving targeted traffic to the website, consistently achieving a goal of generating 2 lakh impressions per day.
- Optimized campaign performance to achieve a 200% return on investment (ROI), effectively balancing ad spend and revenue generation to deliver strong financial results for the business.

Improving Website Visibility in SERP
-

- Implemented on-page SEO strategies, including URL optimization, internal linking, and image optimization, to improve website crawlability and user experience.
- Executed off-page SEO techniques such as guest blogging, directory submissions, and social bookmarking to build high-quality backlinks and improve domain authority.
- Monitored website performance using Google Analytics and other SEO tools to track key metrics such as organic traffic, keyword rankings, and conversion rates.

SKILLS

Technical :	Google Ads, Google Analytics, Facebook Ads, Product Management, Power BI, Machine learning , Wordpress , SEO , Project Management , Data Analysis , Canva , Video Editing

ACHIEVEMENTS

- Google Certification in Digital Marketing.
- Jira And Asana Project Management Certification from Great Learning
- Product Management from Great Learning.
- Advanced Google Analytics from Google.
- Brand Management from Great Learning.
- Facebook Ads from Great Learning.
- Python from Great Learning
- SEO Certification From Great Lakes
- ChatGPT Certification from Great Lakes
- Marketing Management from Great Lakes