Nayan Joshi

DIGITAL MARKETING SPECIALIST - SEO Tools, Search Engine Marketing, Data Analytics

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SKILLS

- **Digital Marketing**: Facebook Ads Manager, Pixel Optimization, Conversions API Optimization, Google Ads.
- **Analytics Tools**: Google Analytics, SEMrush, Moz, Arefs for tracking and digital marketing performance.
- **Data Visualization**: Performance dashboards, KPI tracking using Data Studio, Tableau for decision-making.
- **Data Analysis**: SQL for database querying, Excel for data manipulation, report generation, and analysis.

WORK EXPERIENCE

Digital Marketing Specialist　　　　　　　　　　　　　　　　　　　　　　　October 2023 – Present
Accenture　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　*Ontario*

- Delivered successful digital marketing strategies for 800+ small to medium-sized businesses, driving an average 35% improvement in campaign ROI through tailored digital tactics, data driven insights and multivariate testing.
- Analyzed quarterly marketing budgets ranging, achieving a 20% increase in campaign efficiency while maintaining cost effectiveness, leveraging predictive analytics and budget forecasting tools for accurate planning.
- Conducted comprehensive market research to identify target audiences, creating data driven strategies that improved performance by 25% and campaign by 15%, incorporating segmentation analysis and analytics techniques.
- Proposed performance tracking systems, resulting in a 40% improvement in KPIs monitoring and real time adjustment of strategies for enhanced campaign results, employing platforms like Google Analytics and modeling.
- Built strong client relationships, achieving a 90% client satisfaction rate by providing expert digital marketing guidance and solutions, leveraging CRM tools and performance metrics to align with client objectives.
- Created cross functional collaboration with sales, design, and development teams, enhancing in marketing efforts and business goals, improving overall project delivery by 18%, project management software and agile.
- Managed the integration of marketing automation tools, streamlining campaign management and improving lead nurturing efforts, resulting in a 25% increase in conversion rates, platforms such as HubSpot and Marketo.
- Conducted A/B testing on ad creatives and landing pages, optimizing conversion rates by 12% and reducing bounce rates by 8%, using tools like Optimize and Google Enhanced Analytics to analyze variations and leverage.
- Developed detailed marketing dashboards using Google Data Studio, providing real time performance insights to senior management, enabling decision-making, integrating API connections for automated data updates.
- Implemented retargeting strategies, improving audience engagement by 22% and generating a 15% increase in lead generation, employing content strategies and machine learning algorithms for precision targeting.

Digital Marketing Manager　　　　　　　　　　　　　　　　　　　May 2020 – September 2023
Dream Décor Furnishing Solutions　　　　　　　　　　　　　　　　　　　　　　　　　　　*Mumbai*

- Directed and optimized social media channels, utilizing advanced analytics tools and content scheduling platforms, resulting in a 50% increase in follower engagement and a 35% growth in audience reach over 12 months.
- Created engaging, SEO content for the website and blogs, incorporating long tail keywords and metadata strategies, increasing organic website traffic by 30% and improving keyword rankings across all major search engines.
- Arranged targeted email marketing campaigns with A/B testing, personalized messaging, and segmentation, resulting in a 25% improvement in customer retention and a 15% growth in repeat purchase rates.
- Leveraged platforms like Google & Facebook Ads to generate high quality MQLs and SQLs, optimizing bidding strategies and ad placements to achieve a 40% increase in lead conversion rate while reducing acquisition costs.
- Tracked campaign performance using Google Analytics, Facebook Pixel, and Conversion API, improving overall conversion rates by 20% and campaign by 18% through actionable insights derived from detailed data analysis.
- Analyzed competitor strategies and monitored evolving market dynamics using data visualization tools and predictive analytics, informing adjustments that resulted in a 12% increase in customer acquisition.
- Composed marketing reporting systems, implementing dashboards using Tableau and Power BI to visualize campaign performance, enhancing team productivity by 20% through real time insights and actionable metrics.
- Collaborated with the design team to create visually compelling ad creatives, integrating advanced design software such as Adobe Illustrator along with UX principles and responsive design techniques, increased 18%.
- Conducted customer segmentation analysis using demographic, and behavioral data from CRM platforms and predictive analytics tools, targeting to improve campaign relevance and reducing the cost-per-lead by 22%.
- Achieved multi channel marketing campaigns across social media, email, and paid ads, ensuring consistent messaging and enhancing brand visibility, 25% increase in brand recognition and improved customer recall rates.

EDUCATION

Post Graduate Certificate in Business Analysis　　　　　　　　　　　　　　　　　　　　　　–
Fanshawe College, Canada

Post Graduate Certificate in Project Management　　　　　　　　　　　　　　　　　　　　　–
Algonquin College, Canada

Bachelor of Business Administration　　　　　　　　　　　　　　　　　　　　　　　　　　　–
D.Y. Patil University,India