

NITIN KUMAR



DIGITAL
MARKETING
MANAGER

PROFILE

Proactive E-commerce & Digital Marketing Specialist: Leveraging 9 years of experience in crafting ROI-driven strategies. Multifaceted Skill Set: Proficient in Video Editing, SEO, and Creative Designing to ensure a strong online presence. Strategic Sales Manager: Achieving results through targeted Software Sales and Online Lead Generation initiatives. Education: BCA from CTU, providing a solid technical foundation for digital strategies



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EXPERIENCE

ECOMMERCE EXECUTIVE AT PRINCE ENTERPRISES

GURGAON May 2015 — Jan 2021

- As E-commerce Manager at Prince Enterprises, I drive sales and oversee our online platforms (Amazon, Flipkart, Snapdeal, Myntra, etc). I manage product listings, coordinate with vendors, and optimize user experience. My focus is on enhancing sales and ensuring a seamless customer experience

MANAGEMENT CONSULTANT AT MY ACADEMY

NEW DELHI Jan 2021 — Nov 2021

- As Digital Marketing Manager at MY ACADEMY, I lead campaigns to boost brand presence and drive enrollments through Google Ads, Facebook Ads, SEO, and content creation. I also provide strategic guidance on business operations to align with marketing goals, aiming to elevate the academy's online visibility and success.

DIGITAL MARKETER AT SHREE BK GROUP

GURGAON Nov 2021 — Dec 2022

- As Digital Marketing Manager at Shree BK Group, I boost real estate sales through strategic ad campaigns and hands-on field sales. From meeting clients and closing deals to optimizing online presence and managing social media, I ensure consistent branding and impactful results.

DIGITAL MARKETER AT DEEP BUILDWELL PVT LTD

GURGAON Dec 2022 — Mar 2023

- As a Digital Marketer at Deep Buildwell Pvt Ltd, I boost real estate sales through digital campaigns and field sales, meeting clients, closing deals, and enhancing brand visibility with SEO and data-driven strategies.

MANAGER AT MANBHAVAN INC

GURGAON Mar 2023 — Dec 2023

- As Digital Marketing Manager at Manbhavan Inc., I drive sales across e-commerce and real estate with targeted campaigns and field sales expertise, meeting clients, closing deals, and boosting visibility and conversions.

DIGITAL MARKETING MANAGER AT LARISA REALTECH PVT LTD

GURGAON Jan 2024 — Feb 2024

- As Digital Marketing Manager at Larisa Realtech Pvt Ltd, I drive real estate sales through targeted campaigns and field sales expertise. Alongside managing ads and social media, I meet clients directly, understand their needs, close property deals, and ensure consistent branding to boost sales and visibility.

DIGITAL MARKETING MANAGER AT SHREE BK GROUP

GURGAON Mar 2024 — Present

- As Digital Marketing Manager at Shree BK Group, I drive property sales with Google Ads and Facebook Ads campaigns. I also leverage field sales experience, meeting clients, understanding their needs, and closing deals, while optimizing SEO, refining strategies with analytics, and maintaining consistent branding on social media.

SKILLS

- Communication Skills
- Digital Marketing
- Facebook ads
- Instagram ads
- Google ads
- Linkedin ads
- Video Editing
- Creative Designer
- SEO
- Google Adwords
- Google Analytics
- Wordpress
- Sales

PROJECTS

E-COMMERCE SALE AT PRINCE ENTERPRISES

GURGAON Mar 2020 — Apr 2020

- I got the target that I have to show the sale of Prince Enterprises very well on Amazon. Prince Enterprises is a company that sells its goods on flipkart, amazon, paytm

REALTECHBOOST AT LARISA REALTECH PVT LTD

GURGAON Jan 2024 — Jan 2024

- I led a team of 5 to revamp Larisa Realtech Pvt Ltd's digital presence using Google Ads, Facebook Ads, and SEO. Our efforts resulted in a 58% increase in website traffic and a 64% rise in property inquiries, driving significant growth in sales and online visibility.

DIGITAL BOOST AT GURUGRAM ESTATE PVT LTD

GURGAON Mar 2024 — May 2024

- As Digital Marketer at Gurugram Estate Pvt Ltd, I lead digital campaigns across Google Ads, Facebook Ads, and SEO to enhance brand visibility and drive property sales. I also focus on content creation, performance analysis, and social media management to optimize our market presence.

EDUCATION

- Gyan Deep Sr. Sec. School**
Class X (Apr 2011 — May 2012)
- Shri Ram Sr. Sec. School**
Class XII (Apr 2013 — May 2014)
- CTU**
BCA (May 2014 — May 2017)

HOBBIES

- Photography
- Traveling
- Doing Sports
- Reading
- Art
- Yoga/Meditation
- Gaming
- Video Editing
- Fitness Activities
- Music

DIGITAL ELEVATION FOR MRIGASHI REALTORS

GURGAON APR 2024 — APR 2024

- I led a team of five in revamping Mrigashi Realtors' digital presence, using Google Ads, Facebook Ads, and SEO. This resulted in a 61% increase in website traffic and a 69% boost in property inquiries, driving significant growth in sales and online visibility.

DIGITAL BOOST AT SHREE BK GROUP

GURGAON June 2024 — Sep 2024

- As Digital Marketer at Shree BK Group, I drive sales and brand visibility through Google Ads, Facebook Ads, SEO, and content creation. I analyze performance and manage social media to strengthen our market position and boost property sales.

LANGUAGE

ENGLISH

 84%

HINDI

 95%