

NIKITA RATHORE

DIGITAL MARKETING EXPERT

📍 Najafgarh, Delhi ✉ rathorenikitaofficial@gmail.com ☎ +91 88823 91899 in nikita-rathore

Introduction!

Results-driven Digital Marketing Expert with over 3 years of experience in creating, managing, and optimizing online marketing campaigns. Expertise in Meta Ads (Facebook & Instagram), SEO, PPC, and content marketing to drive engagement, conversions, and brand visibility. Adept at leveraging data analytics to enhance campaign performance and maximize ROI.

Key Skills & Expertise

- **Meta Ads (Facebook & Instagram):** Planning and executing paid advertising campaigns to maximize ROI and reach.
- **Digital Marketing Strategy & Execution:** End-to-end planning, implementation, and performance tracking of digital campaigns.
- **Social Media Management:** Managing and optimizing brand presence on Facebook, Instagram, LinkedIn, and Twitter.
- **Content Creation & Optimization:** Crafting engaging, targeted content for diverse platforms to drive traffic and conversions.
- **SEO & SEM Strategies:** Improving website visibility through search engine optimization and paid search marketing.
- **Google Analytics & Paid Ads:** Monitoring performance and audience behavior to inform data-driven decisions.
- **Brand Development & Engagement:** Building and maintaining a strong, consistent brand identity across digital touchpoints.
- **Market Research & Competitor Analysis:** Conducting research to understand market trends, consumer behavior, and competitive positioning.
- **Quality Control & Social Media Handling:** Ensuring consistent tone and performance across platforms while managing content schedules.
- **Team Coordination:** Leading and collaborating with cross-functional teams to meet marketing goals and project deadlines.

Education

Holy Convent School

- Completed Higher Secondary Education with a focus on humanities and business studies.

Delhi, India
2018 – 2019

Delhi University

- Bachelor's Degree with coursework in tourism, communication, and management.

Delhi, India
2019 – 2022

Professional Experience

Social Media Coordinator – Kamal Associates

- Developed and implemented strategic digital marketing campaigns, increasing engagement and brand visibility.
- Managed social media platforms, curating content and optimizing audience interaction.
- Analyzed key performance metrics to enhance marketing strategies and ROI.
- Coordinated with cross-functional teams to execute marketing initiatives effectively.
- Designed and executed email marketing campaigns, resulting in improved cus-

Delhi, India
2022 – Present

customer engagement.

- Conducted market research to identify trends and opportunities for business growth.

Technologies

Advertising Platforms: Google Ads & Analytics, Facebook & Instagram Ads Manager

Design Tools: Canva, Adobe Creative Suite (Photoshop, Illustrator, etc.)

Productivity Tools: Microsoft Office Suite (Word, Excel, PowerPoint)