

Nishith Shah

✉ nishithshah869@gmail.com

☎ +91 7016565030

📍 Noida

🌐 [Linkedin](#)

SKILLS

Google Ads

SEO/SEM

Social Media Marketing

PPC Campaign

Wordpress

Email Marketing

Tableau

Microsoft Office

Product Management

Analytical Skills

CERTIFICATES

Inbound Marketing - Hubspot

Management Communications -

Harvard Business Publishing

Spreadsheet Modelling – Harvard

Business Publishing

Advanced Digital Marketing -

Brandveda Institute, Ahmedabad

INTERESTS

Playing Chess

Reading Manga

WORK EXPERIENCE

HCL Technologies, Noida

Senior Management Trainee (Product Management- Cybersecurity)

MAY 2022 - PRESENT

- Completed **100+ hours** of training programs, acquiring in-depth knowledge of cloud and cybersecurity concepts, principles, and industry best practices.
- Conducted **market research and competitive analysis**, identifying cybersecurity trends, opportunities, and threats in industries like Retail and FMCG,
- Created and maintained product documentation like statement of work, product specifications, product brochure for **HCL's CyberSecurity Fusion Centres (CSFC)**
- Collaborated extensively to shape the strategic evolution of **5G security** product roadmaps and the overarching product portfolio for the Telco Industry
- Collaborated with cross-functional teams in creating product launch materials and presentations for **ProductSmart** HCL's solution for cloud migration
- Proactively responded to **15+ Requests for Information (RFIs)** from esteemed analysts such as ISG and Avasant, enhancing brand awareness and reputation
- Summarized, analyzed, and created monthly **insightful sales funnel dashboards** that facilitate informed decision-making

MediaF5 Digital Marketing Agency, Ahmedabad

Digital Marketing Manager

JAN 2020 – JULY 2020

- Planned and executed paid **social media advertising campaigns**, including budget allocation, audience targeting, and ad creative development for prestigious clients, including Apollo Hospitals and Gujarat Gas Ltd
- Enhanced the online presence of our client, an African-based mobile company, by optimizing keywords, establishing robust backlinks, and elevating the overall search engine visibility, resulting in **20% increase in traffic**
- Achieved a remarkable **30% increase in website traffic** for our client, an online tyre market by continuously optimizing and refining PPC and Facebook ad campaigns.
- Crafted compelling and **SEO-friendly content**, ensuring our agency's website ranks prominently in search engine results and attracts a wider online audience.
- Conducted **A/B tests** to determine the most effective content, posting times, and strategies for launch of new franchise of one of the biggest restaurant chains in India

INTERNSHIPS

PeopleStrong Technologies, Gurugram — Marketing Trainee

MARCH 2021 – JUNE 2021

- **Enhanced brand image** and increase visibility of the organization as a potential employer on multiple job portals like Glassdoor, Angel List
- **Created marketing collateral** such as blog posts, social media content, email newsletters, and website content
- Created and coordinated marketing communications for different channels, actively manage and support activities for New Code Of Work Awards (**NCOW**) **awards** attended by **100+ industry leaders**

EDUCATION

Institute of Management Technology, Nagpur

PGDM

2020-2022

Majors – Marketing

77.12%

Minors – Business Analytics

Faculty of Business Administration, Ahmedabad

BBA

2016-2019

Specialization – Marketing

76.67%