NISHANT SAINI

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EDUCATIONAL BACKGROUND

Degree	Board/University	Year	Institute	Percentage/CGPA
BBA	Guru Gobind Singh Indraprastha University	2016-19	Institute of Information Technology & Management	75%
XII	C.B.S.E	2014-15	Sumermal Jain Public School	82%
X	C.B.S.E	2011-12	Sanjeevani Public School	9.2 CGPA

EXPERIENCE

Content And Social Media Intern, EazyPG (Startup) (April 2020 –)	• Researching industry-related topics, writing SEO optimized blogs and publishing them on the WordPress website. • Writing quirky push notifications and SMS copy, creating fresh email and chat templates, creating effective design briefs, and developing the layout & the overall look of the website. • Developing creative posts and creating strategies for all the social media accounts of the company. • Coordinating with marketing and design teams to create campaign material to keep existing customers and attract new ones.
Content Writing Intern, Nearbuy (Formerly Groupon) (Feb 2020 – March 2020)	• Used SEO strategies in writing to maximize the online visibility of a website in the search results. • Edited and polished existing content produced by other team members under my senior's guidance. • Wrote blogs, articles, meta descriptions, and on-page web content. • Collaborated with other departments to create innovative content ideas. • Gained knowledge about various digital marketing tools like Google Analytics, SEMrush, etc.
Digital Marketing Intern, DSV Media (Dec 2019 – Jan 2020)	• Understood various campaigns, the design briefs, and promo specifications. • Created concise, eye-catching, and innovative content and ad copies to promote products/services. • Proofread and edited blog posts before publication. • Consistently brainstormed and collaborated with the team for new ideas and strategies.
Customer Service Associate, Amazon (Aug 2019 – Nov 2019)	• A professional approach in answering calls and provided information about products and services. • Maintained records of transactions and interactions. • Appropriate and timely follow-ups wherever required. • Escalated unresolved queries to respective departments for accurate redressal.
Volunteer, Umeed - A drop of hope (April 2018 – April 2019)	• Engaged children in enjoyable experiences with literature — writing, reading, and listening. • Organized and engaged in recreational activities such as games and puzzles. • Encouraged curiosity, and problem-solving appropriate to children's developmental levels. • Fostered oral language development and critical thinking skills during literacy discussion.
Sales and Marketing Intern, Sharekhan by BNP Paribas (June 2018 – July 2018)	• Helped in developing client relationships and retaining existing accounts. • Gathered information through surveys or by speaking to clients and staff. • Identified potential weaknesses and offered improvement suggestions.

CERTIFICATES, PROJECTS & ACHIEVEMENTS

Certificates	• Search Engine Optimzation Fundamentals, 2020 (Coursera) (Ability to create an effective SEO strategy, and conduct on-page SEO analysis to identify opportunities to improve a website's search optimization.) • Introduction to Search Engine Optimization, 2020 (Coursera) (Ability to Develop an optimization strategy following best practices for a client to implement to help increase their ranking.) • Advanced Google Analytics, 2019 (Ability to use configurations like Custom Dimensions, Custom Metrics, and channel reports, audience reports, and custom reports.) • Google Ads Search Certification, 2019 (Ability to develop a Google Search strategy and generate a plan to increase leads, sales, or web traffic using Google Search.)
Projects	• Minor project on "Inclusive Leadership Skills" (MOOC Course) Developed the key inclusive leadership skills of Empowerment, Accountability, Courage, and Humility—known as the "EACH" framework. • Computer Applications Project on "sense8cluster - A website for sense8 fans" Designed a website using HTML and improved team player skills by coordinating with other team members.
Achievements	• Secured 2nd Position in The Marketing & Sales Competition conducted by IITM college. • Awarded as "The Most Punctual Student" and "The Most Ideal Student."

SKILL SET

Skills	• MS Word • MS PowerPoint • MS Excel • HTML