

NIKHIL BABARIA

SEARCH ENGINE MARKETING ANALYST



+91 9769980736



nbabaria89@gmail.com



Flat No. 39, 3rd Floor, "A"

Wing, Siddesh Deep Bldg,

Balaram Street, Grant Road

(E), Mumbai - 07.



15th July, 1989

Professional Experience:

Google Ads with 3 years of comprehensive experience in the area of paid campaigns and Analytics, Social Media through Facebook and Pinterest.

Skills

- Google Ads
- MS-CIT (Govt. Certified)
- WordPress
- Typing 40 WPM (Govt. Certified)

WORK EXPERIENCE

Certified Technical Analyst in Financial Market

IFMC Institute

- June 2021

Certified UDTs Course in Financial Market

IFMC Institute

- July 2021

Self Employed

Since June 2020

Affiliate Marketing

<https://knowhowautomations.com>

Designing

Website in WordPress (Blog and E-Commerce)

Canva Graphic Designing



Suru Kirlian Photography Centre

Designation: Technical Executive

Date of Joining: 1st June 2019 to 9th May 2020.

Role:

- Pitching for Sales
- Giving Training to the clients
- Installation of the Bio-well Software
- Explaining the User Interface to the clients
- Performing the AURA Scans.



Market Men

Designation: Assistant Manager SEM Analyst (Digital Marketing)

Date of Joining: 4th Dec 2018 to 13th March 2019

Role:

- Created Event Brewery Campaign which includes Text ads, Keyword Research, and adding Keywords, Extensions, Bids, and Optimization of the campaign.
- Landing page suggestions
- Target 150 leads and Received 150+ leads



Gannett / ReachLocal Services Pvt. Ltd;

Designation: SEM Analyst

Date of Joining: 25th May 2015 to 1st June 2018

Role:

- Activities including campaign management, planning, and implementation.
- Handled approximately 200+ campaigns
- Budget management, Performance Review and Optimisation of Search Campaigns, Remarketing and Display Campaigns, App campaigns.
- Worked only for the U.S clients
- Campaign budget from 500\$ per month to 5000\$ per month.
- Writing Text Ad Copies, Keyword Research, Adding Extensions, Other campaign recommendations.



Sutherland Global Services

Designation: Symantec EH India Support Consultant

Date of Joining: Aug 2012 - March 2015

Role:

- Installation and Uninstallation of the Norton Antivirus Software.
- Troubleshooting & removing the virus from the laptops.
- Troubleshooting slow computer speed.
- Helping customers in purchasing and cancellation of the orders online.
- Pitching for Sales and Retention to the clients.

WORK EXPERIENCE

ITOS Computer Institute

Designation: Trainer

Date of Joining: April 2008 - Sept 2010

Role:

- Trained more than 100 students
- Trained students in Microsoft Office
- Trained students for MS-CIT

EDUCATION

Graduate in Commerce (**B.Com**)

Mumbai University in the Year Feb 2011 Securing 43%.

PERSONAL DETAILS

Language Proficiency:

English, Hindi, Marathi and Gujarati.

Marital Status:

Married

Mother Tongue:

Gujarati.

Nationality:

Indian

HOBBIES

Carrom



Internet Surfing

Cricket



Chess