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|  | **Nishad Shetty**  |  | E:  nshdshetty@gmail.comP:  6729713883A:  Vancouver, British Columbia V3T0L5A:  Vancouver, British Columbia V3T0L5**linkedin.com/in/nishad-shetty-7a138b167**  |  |

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| **❘** | **Professional Summary** |

**Digital Marketing Expert** with 4+ years of experience in paid media, SEO, and data-driven optimization. Proven success in creating impactful strategies across Google, Bing, and Facebook Ads, boosting ROI and engagement. Skilled in analytics, A/B testing, and aligning campaigns with business goals. Strong analytical mindset and trend-driven approach.

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| ❘ | **Work Experience** |

4 Labs Digital–*Paid Ads Specialist* Remote / Vancouver • 03/2025- Current * Leading full-funnel paid ad campaigns across Google, YouTube, and Meta.
* Managing strategy, setup, optimization, and performance tracking to boost ROI and reduce CPL.
* Conducting A/B testing, keyword research, and ad copywriting to improve campaign results.
* Setting up conversion tracking and delivering performance reports with key insights.
* Driving engagement and lead generation for clients in the entertainment, tech, and E-commerce sectors.

Reachlocal Gannett | USA TODAY NETWORK – *SEM/PPC Analyst* Mumbai, India • 06/2021 - 03/2023 * Managed and optimized 120+ high-impact Google Ads and Bing Ads campaigns primarily for clients in the US and Canada, with budgets ranging from $1000 to $500,000+ per campaign, achieving a 15% increase in CTR and a 10% reduction in CPC.
* Conducted in-depth keyword research and competitor analysis to identify growth opportunities, leading to a 20% uplift in visibility for key clients.
* Developed and implemented A/B testing strategies for creative and landing pages, resulting in an average 10% improvement in conversion rates.
* Collaborated closely with client teams to align SEM strategies with overall business objectives, leading to improved lead quality and increased ROI.

Pace-IIT & NEET Education Institute - *Business Development Associate* Mumbai, India • 01/2021 - 06/2021 * Maintained accurate records of all prospecting activities using CRM software tools for effective lead tracking and follow-up efforts.
* Assisted in developing marketing materials that showcased our products and services effectively, attracting new clientele.
* Conducted market research and analysis to identify emerging trends and competitor activities, informing strategic business decisions.

Mahindra and Mahindra Auto Division - *Digital Enabler* Mumbai, Maharashtra • 08/2018 - 08/2020 * Drove successful digital marketing campaigns across Google and Facebook(Meta) Ads to launch new products, resulting in a 12.5% increase in product adoption and awareness.
* Orchestrated an integrated digital strategy combining targeted ad copy, landing page optimization, and remarketing techniques to maximize reach and conversion rates.
* Leveraged analytics tools to monitor campaign performance, track customer journey insights, and refine targeting, achieving an 8% reduction in CPA and improved engagement.
* Designed data-driven content strategies aligned with brand voice and audience interests, driving a 5% increase in product engagement and inquiries.

Securiguard Services - *Concierge* Vancouver, BC • 04/2023 - Current * Assisted guests with special needs or requests, demonstrating empathy and understanding in every interaction.
* Provided exceptional customer service to a diverse clientele, fostering an atmosphere of inclusivity and respect.
* Managed various tasks simultaneously, maintaining professionalism and efficiency under pressure.

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| ❘ | **Languages** |

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| English Full Professional  |  | Hindi Native or Bilingual  |

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| **❘** | **Skills** |

* Google ads expertise

 * Bing ads expertise

 * Google analytics proficiency

 * A/B testing

 * Conversion rate optimization

 * Quality score improvement

 * Bid management strategies

 * Campaign optimization

 * Paid social media

 * Social media and digital presence
* SEO Optimization

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| ❘ | **Education** |

University Canada West Vancouver, BC • 12 /2024*MBA* : Marketing * GPA:3.6

University of Mumbai Mumbai, India • 05/2018 *Bachelor of Engineering* : Mechanical Engineering * GPA:6.5

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| ❘ | **Certifications** |

* Google Analytics Individual Qualification (IQ) – Google.
* Google Ads Certification - Google.
* Microsoft Advertising Search Certification.
* Google Tag Manager Fundamentals- Google.
* Post Graduate Program in Strategic Digital Marketing- Great Learning.
* Search Ads 360 Certification Exam- Google.
* Display & Video 360 Certification Exam- Google
* HubSpot Inbound Marketing Certification
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