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|  | **Nishad Shetty** |  | E:  nshdshetty@gmail.com  P:  6729713883  A:  Vancouver, British Columbia V3T0L5  A:  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.   |  |  | | --- | --- | | ❘ | **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.  |  |  | | --- | --- | | ❘ | **Languages** |  |  |  |  | | --- | --- | --- | | English    Full Professional |  | Hindi    Native or Bilingual | |  | |  |  | | --- | --- | | **❘** | **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      |  |  | | --- | --- | | ❘ | **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  |  |  | | --- | --- | | ❘ | **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 |