

# NISHAD SHETTY

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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

### 4Labs Digital–Paid Ads Specialist

Remote / Vancouver • 03/2025- Current

- Managed full-funnel PPC campaigns across Google Ads, Bing, and Meta, with budgets ranging from \$2,000 to \$35,000 USD, driving lead generation and lowering CPL.
- Leveraged Google Tag Manager, Google Analytics, and Search Console to track user behavior, set up conversion goals, and optimize campaign performance.
- Conducted keyword research, A/B testing, and crafted high-performing ad copy, resulting in improved CTR and conversion rates.
- Delivered data-driven reports with actionable insights, using performance metrics to refine strategies and boost ROI.
- Collaborated with cross-functional teams via Slack and managed project workflows in Monday.com, ensuring smooth execution and alignment with client goals.

### Local IQ | USA TODAY NETWORK – SEM/PPC Analyst

Mumbai, India • 06/2021 - 03/2023

- Managed and optimized 120+ Google & Bing Ads campaigns for US and Canadian clients, handling budgets from \$1,000 to \$500,000+, achieving a 15% CTR increase and 10% CPC reduction.
- Used Salesforce to collaborate with client teams and align SEM strategies with business objectives, resulting in higher lead quality and client satisfaction.
- Developed and implemented A/B testing strategies for creative and landing pages, resulting in an average 10% improvement in conversion rates.
- Leveraged Looker Studio for visualizing campaign data, identifying trends, and delivering insights that guided optimization strategies.

### Pace-IIT & NEET Education Institute - Business Development Associate

Mumbai, India • 01/2021 - 06/2021

## SKILLS

- Google Ads | Bing Ads | Meta Ads
- Google Analytics | Tag Manager | Search Console | Looker Studio
- Salesforce | Slack | Monday.com
- PPC Campaign Management
- Conversion Tracking | Event Setup | CRO
- Landing Page Optimization | Quality Score Improvement
- Bid Strategy | Budget Allocation | ROI Optimization
- Keyword Research | A/B Testing | Ad Copywriting
- Full-Funnel Strategy | Remarketing | Audience Targeting
- SEO Optimization | Digital Presence Management

## EDUCATION

### University Canada West

Vancouver, BC • 2024

### MBA: Marketing

- GPA:3.6

### University of Mumbai

Mumbai, India • 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.

- 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.

- 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

**| LANGUAGES**

