

Nitin Yadav

MA, USA | nitin.media77@gmail.com | +1 (631) 836-1783 | [LinkedIn](#)

Professional Summary

Dynamic Brand and Marketing Leader with 9+ years of experience driving multi-channel campaigns, social media strategy, and data-driven marketing initiatives across B2C and B2B sectors. Proven track record in elevating brand visibility and engagement, including a 35% increase in social media interactions and a 30% improvement in campaign ROI through analytics-led optimization. Expert in brand positioning, digital marketing, influencer partnerships, and cross-functional team leadership, with hands-on proficiency in Google Analytics, Meta Ads, SEO/SEM, Tableau, and HubSpot. Adept at translating insights into actionable strategies that maximize reach, foster customer loyalty, and deliver measurable business impact. Committed to leveraging creative storytelling and data-driven decision-making to strengthen brand presence and drive sustainable growth.

Professional Experience

Brand Manager | The Boston Artistry, Hingham, USA

Oct 2024 – Present

- Spearheaded end-to-end brand strategy and multi-channel marketing campaigns, ensuring a consistent and compelling brand identity across digital, social, and print platforms.
- Developed and managed influencer and creator partnerships, increasing social media engagement by 35% and boosting customer interaction by 25% within six months.
- Utilized analytics tools (Google Analytics, Meta Business Suite) to track campaign performance, driving a 30% improvement in ROI through data-driven optimization.
- Led a cross-functional team of designers, copywriters, and media planners, fostering collaboration and delivering campaigns ahead of schedule by 15%.
- Conducted competitive market research and audience segmentation analysis to identify emerging trends, informing new content strategies and brand positioning.
- Managed a \$250K annual marketing budget, allocating spend effectively to maximize reach and engagement while reducing costs by 12%.
- Oversaw brand guidelines and creative asset development, ensuring alignment with corporate vision and enhancing brand recall by 20%.
- Presented campaign performance reports and strategic recommendations to senior leadership, influencing executive decisions and future brand direction.

Senior Social Media Specialist | Behavioral Health Services, LLC, USA

Apr 2022 – Sep 2024

- Spearheaded digital marketing strategies for 6 behavioral health centers, delivering tailored content across Instagram, TikTok, YouTube, LinkedIn, and Google Business to enhance patient engagement and brand visibility.
- Increased patient inquiries by 40% by optimizing local SEO using BrightLocal, strengthening the organization's online presence and search engine rankings.
- Designed and executed data-driven social campaigns that improved referral partner engagement by 30% and boosted program visibility in key local markets.
- Developed and managed dynamic content calendars, ensuring consistent brand voice, timely posting, and alignment with organizational goals.
- Oversaw paid social ad campaigns (Meta Ads Manager, Google Ads), driving a 25% reduction in cost-per-click while maximizing ROI and lead generation.
- Produced and analyzed social media performance reports using Google Analytics and native platform insights, providing strategic recommendations to senior leadership.
- Collaborated cross-functionally with clinical and outreach teams to craft patient-centric messaging, improving audience trust and conversion rates.
- Mentored and guided junior marketing staff on content strategy, social media best practices, and performance tracking tools to build team capability.

Marketing Analyst | Desai Foundation, USA

Feb 2020 – Mar 2022

- Analyzed digital marketing performance data (CTR, CPC, ROI) using Google Analytics and Excel dashboards, driving an 18% increase in click-through rates through data-driven strategy refinement.
- Designed and executed A/B testing on ad creatives and landing pages, providing actionable insights that optimized SEM campaigns and reduced cost-per-click by 22%.
- Partnered with cross-functional teams to align digital marketing strategies with organizational objectives, ensuring consistent messaging across health, livelihood, and menstrual equity programs.
- Supported donor outreach and stewardship campaigns by developing personalized email and social media strategies, increasing donor engagement and retention rates.
- Streamlined campaign reporting processes by implementing automated data tracking systems, improving operational efficiency and data accuracy by 30%.
- Coordinated with external vendors and internal teams to ensure timely delivery of marketing materials, maintaining high-quality standards and adherence to campaign timelines.
- Conducted market and audience segmentation research to identify growth opportunities, enabling targeted outreach strategies that expanded program visibility and participation.
- Presented campaign performance reports and insights to senior leadership, influencing strategic decisions and securing additional funding support for key initiatives.

Digital Marketing Analyst | TIAA, USA

Sep 2019 – Jan 2020

- Executed SEO strategies, keyword optimization, and on-page enhancements that boosted organic website traffic by 30%, improving visibility across financial product pages.
- Designed and launched targeted email marketing campaigns using tools like Mailchimp and HubSpot, achieving a 15% increase in open rates and driving higher client engagement.
- Developed and maintained digital content calendars across web, social media, and intranet platforms, ensuring brand consistency and timely delivery of financial marketing initiatives.
- Monitored and analyzed campaign performance using Google Analytics and Adobe Analytics, delivering actionable insights to senior stakeholders to optimize ROI.
- Collaborated cross-functionally with creative, compliance, and product teams to ensure digital assets adhered to financial industry regulations and brand guidelines.
- Supported paid advertising efforts on Google Ads and LinkedIn Ads, contributing to a 20% improvement in lead generation and enhancing the firm's digital footprint.

Marketing Coordinator | TIAA, USA

Sep 2018 – Aug 2019

- Coordinated and scheduled digital ad placements across PPC and social media platforms (LinkedIn, Facebook, Google Ads), increasing campaign engagement by 20% within six months.
- Produced high-impact video content and marketing collateral in collaboration with creative teams, driving a 15% lift in lead generation from digital campaigns.
- Executed multi-channel marketing strategies leveraging email, social, and web channels to optimize customer reach and boost click-through rates by 18%.
- Monitored and analyzed campaign performance metrics using Google Analytics and internal dashboards, generating actionable insights to improve ROI by 12%.
- Partnered with cross-functional teams including design, content, and sales to ensure brand consistency, timely deliverables, and alignment with strategic objectives.
- Managed campaign budgets and vendor relationships, negotiating media placements and reducing marketing spend by 10% while maintaining performance goals.

Social Media Coordinator | HCL, India

June 2016 – July 2018

- Developed and executed multi-platform social media strategies across LinkedIn, Twitter, and Facebook, increasing audience engagement by 35% within 12 months.
- Managed content creation including graphics, videos, and blog posts, ensuring alignment with brand guidelines and marketing objectives.

- Monitored and analyzed social media metrics using tools like Hootsuite and Google Analytics to optimize campaigns and drive 15% growth in lead generation.
- Collaborated cross-functionally with marketing, PR, and sales teams to design campaigns supporting product launches and corporate initiatives.
- Engaged with online communities, responding to customer queries and feedback, strengthening brand reputation and fostering customer loyalty.
- Implemented social media calendar and workflow, streamlining content planning and posting efficiency by 20%.

Education

University of Massachusetts Boston, Boston, MA

Master of Science, Business Analytics.

University of Massachusetts Boston, Boston, MA

Master of Business Administration (MBA), Concentration in Marketing.

G.D. Goenka University, Gurgaon, India

Bachelor of Technology, Computer Science and Engineering

Skills

Brand & Marketing Strategy: Brand Positioning, Go-to-Market Strategy, Campaign Planning, Market Research, Consumer Insights, Competitive Analysis, Event Marketing, Stakeholder & Vendor Management

Digital Marketing & Advertising: SEO/SEM, Paid Media (Google, Meta, LinkedIn, TikTok), Email Marketing & Automation (HubSpot, Marketo, Mailchimp), CRO, A/B Testing, Audience Segmentation, Funnel Analysis

Social Media Strategy & Management: Multi-Platform Management (Instagram, LinkedIn, TikTok, Facebook/X, YouTube, Pinterest), Content Calendar Planning, Brand Voice Development, Influencer Marketing, Community Engagement, Social Listening

Content Creation & Design: Copywriting, Short-Form Video (Reels, TikTok, YouTube Shorts), Canva, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Figma, SEO-Optimized Content, Hashtag Strategy

Analytics & Reporting: Google Analytics (GA4), Adobe Analytics, Tableau, Power BI, Looker Studio, Advanced Excel (Pivot Tables, VBA), KPI Tracking (Engagement, CTR, CPC, ROAS, Conversion Rate), SQL & Python (Pandas, NumPy)

Tools & Platforms: HubSpot, Salesforce, Marketo, Hootsuite, Sprout Social, Buffer, Meta Business Suite, Trello, Asana, Monday.com, Airtable, Microsoft Office Suite

Leadership & Collaboration: Team Mentorship, Cross-Functional Alignment, Budget Planning & Management, Vendor & Stakeholder Communication, Project Management & Timely Delivery

Certifications

- Google Analytics Certification
- Google Ads Search Certification
- HubSpot Content Marketing Certification
- Meta Certified Digital Marketing Associate
- SEO Specialization – Coursera (UC Davis)