

NITU S. SIDHU

MARKETING

SUMMARY

Digital marketing specialist with experience in executing multi-channel marketing strategies.

Process-driven individual here to help fast-growing businesses set strategic course with diligent and efficient work.

CONTACT

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in /in/sidhu90

EDUCATION

B.S. IN BUSINESS
MARKETING

San Jose State Univ.
Fall 2013

SKILLS

- SEO/SEM
- Analytics
- Social Media
- Content Strategy
- Email Marketing
- Conversion Optimization
- Copywriting
- Web/Landing Page Design
- Sales Enablement

EXPERIENCE

PERSADO

Digital Marketing Campaign Manager | Oct 2017 - CURRENT

- Head content creator for **StubHub** - the first non-promotional client to renew for our Enterprise offering.
- One of two campaign managers on the company's top account, **Dell**.
- 1 of 3 in the company with knowledge in conducting multivariate tests on email, Facebook, AdWords, display, landing pages, and direct mail.
- Created the company's top story of summer 2018: Keyword analysis of the term "Don't Miss" in Email Marketing.
- Accomplished getting the company's first non-branded keyword on the 1st page of Google.

FOURANDHALF, INC.

Marketing Manager | Oct 2015 - Sept 2017

Account Manager | Jan 2015 - Oct 2015

Assistant Account Manager | Jul 2014 - Jan 2015

- In 2015, became the company's first Marketing Manager. This led to a 359% revenue growth from 2015-2017 and a ranking on Inc.'s 2018 fastest-growing list for private companies.
- Train Account Managers on marketing best practices to work/coach clients.
- As an account manager, managed and grew the most accounts company-wide with a team of two assistants. (184 accounts)
- As an assistant account manager, laid out the process for our PPC campaigns which eventually was managed by a department of five for over 150 clients.

GOLDENSLATE

Marketing Associate | Feb 2011 - Oct 2014

Mobile-app and social network designed to digitize referrals for local businesses. Out of a team of 6, was the top sales and partnership performer connecting with local service businesses and organizations.

W DFA MARKETING

Marketing Coordinator Intern | May 2011 - Aug 2011

Summer Internship. Reviewed customer segmentation and demographics for key micro-marketing materials such as door hangers, keychains, and flyers for Metro PCS.

FREELANCE WORK:

HORIZON REVENUE SOLUTIONS

Marketing Consultant | March 2018 - Current

First-page Google rankings in under 4 months. Assist with Facebook ads, Webinars, AdWords, and landing page design.

