

NITIN YADAV

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EXECUTIVE PROFILE

Technical Brand & Marketing Leader with 9+ years of experience and a dual expertise in **Strategic Brand Management** and **Advanced Business Analytics**. Proven track record of driving a **35% increase in engagement** and a **30% improvement in ROI** through **AI-enabled workflows** and **GA4 data modeling**. Currently a **Doctoral Candidate (DBA)** specializing in data-driven marketing leadership, bridging the gap between high-level research and executive execution.

CORE COMPETENCIES

- **Strategy:** Brand Positioning, Go-to-Market (GTM), Persona Development, Market Research, and Budget Management.
- **Analytics:** GA4, SQL, Python, Tableau, Power BI, Multi-touch Attribution, A/B Testing.
- **Digital:** SEO/SEM (BrightLocal, Semrush), Paid Media (Meta, Google, TikTok), Email Automation (HubSpot, Marketo).
- **AI & Design:** Generative AI for Content Scaling, Adobe Creative Suite, Canva, Figma, CRM (Salesforce).

PROFESSIONAL EXPERIENCE

Brand Manager | The Boston Artistry, Hingham, MA,

Oct 2024 – Present

- **30% ROI Improvement:** Optimized multi-channel spend using GA4 and Meta Business Suite to maximize performance.
- **35% Engagement Growth:** Scaled influencer and creator partnerships, increasing customer interaction by **25%** within six months.
- **20% Higher Brand Recall:** Spearheaded end-to-end identity and creative asset development aligned with corporate vision.
- **15% Faster Delivery:** Led a cross-functional team of 5+ to deliver integrated campaigns ahead of schedule.
- **Market Intelligence:** Conducted competitive research and audience segmentation to inform new content strategies.

Senior Social Media Specialist | Behavioral Health Services, MA,

Apr 2022 – Sep 2024

- **40% Increase in Patient Inquiries:** Optimized local SEO using BrightLocal to strengthen search rankings across 6 centers.
- **25% Reduction in CPC:** Managed paid social (Meta/Google Ads) to maximize lead generation while reducing cost-per-click.
- **30% Higher Partner Engagement:** Designed data-driven campaigns, improving referral visibility in key local markets.

- **Strategic Mentorship:** Guided junior staff on content strategy, social listening, and performance tracking tools.
- **Content Operations:** Managed dynamic content calendars for Instagram, TikTok, and YouTube to ensure brand consistency.

Marketing and Operations Analyst | Desai Foundation, MA,

Feb 2020 – Mar 2022

- **18% Lift in CTR:** Refined digital marketing strategy through Google Analytics and Excel dashboarding.
- **22% Lower CPC:** Executed A/B testing on ad creatives and landing pages to optimize SEM performance.
- **30% Operational Efficiency:** Implemented automated data tracking systems to streamline reporting and accuracy.
- **Audience Growth:** Conducted segmentation research to identify growth opportunities for health and livelihood programs.

Digital Marketing Analyst / Coordinator | TIAA, USA

Sep 2018 – Jan 2020

- **30% Organic Traffic Growth:** Boosted visibility for financial product pages through SEO and keyword optimization.
- **20% Engagement Lift:** Coordinated PPC and social ad placements across LinkedIn, Facebook, and Google Ads.
- **15% Open Rate Increase:** Launched targeted email campaigns via HubSpot and Mailchimp to drive client engagement.

Social Media Coordinator | HCL, India,

June 2016 – July 2018

- **35% Audience Growth:** Developed multi-platform strategies across LinkedIn, Twitter, and Facebook within 12 months.
- **Lead Generation:** Monitored metrics using Hootsuite and Google Analytics to drive **15% growth** in leads.

EDUCATION

- **Doctor of Business Administration (DBA) |** National Louis University (Expected 2030)
-Executive Program focusing on Data-Driven Marketing Leadership.
 - **MS in Business Analytics |** University of Massachusetts Boston, MA
 - **MBA, Marketing Concentration |** University of Massachusetts Boston, MA
 - **B.Tech, Computer Science & Engineering |** G.D. Goenka University, India
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TECHNICAL CERTIFICATIONS

- **AI for Marketing Leaders (AMA):** Focus on Generative AI workflow scaling.
- **Advanced GA4 & Predictive Metrics:** Google Certification.
- **Meta Certified Digital Marketing Associate.**
- **SEO Specialization:** Coursera.
- **HubSpot Content Marketing & Email Automation**