

# Nihit Agarwala

## Digital Marketing Specialist | Website Manager

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Bangalore, India

### SUMMARY

6+ years experienced digital marketer specializing in SEO, content marketing, and paid search. Proven track record of driving organic growth and optimizing digital campaigns. Skilled in data-driven decision-making and delivering results.

### EXPERIENCE

#### Aditya Birla Digital Fashion Ventures Limited - TMRW House of Brands

February 2023 - Currently working

##### Lead - Performance Marketing

- Led digital campaigns to boost e-commerce performance by 25% & Optimized website UX to increase conversions by 20%.
- Achieved 3x year-over-year growth in organic traffic and conversions across all brands under the House of Brands portfolio
- Developed strategic digital initiatives including hyperlocal marketing, category research, and competitor analysis to improve market share.
- Increased traffic share to website via LLMs by 10% MoM
- Improved conversion rates by optimizing content and technical aspects.
- Upskilled & attempted driving performance marketing & P&L management for a women's wear & kid's wear brand leading to 100% & 50% growth in yearly sales respectively.
- Actively monitored path to profitability for the kids wear brand by increasing overall brand presence across channels & scaling up D2C on the back of that.

#### SUGAR Cosmetics

July 2022 - February 2023

##### Performance Content & SEO Consultant

- Achieved 25% monthly site traffic growth & ranking increase leading to 19.8% MoM revenue growth
- Collaborating with PR teams to leverage "Shark Tank" series to increase brand visibility & traffic across multiple channels.
- Website and blog management to provide seamless user experience

#### Performics - Publicis Groupe

June 2019 - June 2022

##### Performance Content & ASO Associate

April 2021 - June 2022

- Developed and delivered performance-driven SEO strategies for FMCG, BFSI, OTT & D2C clients
- Conducted A/B testing on website pop-up variations, improving conversion rates from 1.1% to 7.9% for app installs.
- Worked on integrated campaigns and delivered 360 digital solutions to clients.
- Achieving a 30% increase in traffic and revenue by executed email marketing campaigns end to end.
- Managed a team of five people (SEOs + Content writers) and delegating the right responsibilities

##### Performance Content & ASO Analyst

June 2019 - April 2021

- Performed keyword research, expansion, and optimization to increase organic visibility and drive relevant site traffic
- Recommended content, tech, and off-page changes to improve organic visibility.

### SKILLS

- SEO
- Performance Ads
- Content Marketing
- Website Marketing
- Web Analytics
- Project Management
- Digital Strategy
- Marketing Automation
- Campaign Planning
- SEO Trainer

### STRENGTHS

#### Data-Driven Decision Making

Ability to leverage data analytics and make informed strategic decisions to drive measurable results.

#### Problem Solving

Skills to identifying and overcoming challenges to optimize digital campaigns.

#### Adaptability

Ability to adapt to evolving digital trends and technologies to maintain campaign effectiveness.

### TRAININGS CONDUCTED

- App Store Optimization
- SEO for OTT Websites
- Core Web Vitals
- Pagination
- Enhanced Reporting (Automated Dashboards)
- Decoding SEO Tools

### TOOLS EXPERTISE

- Google Analytics
- Google Search Console
- Google AdWords
- Similarweb
- Screaming Frog
- Apptweak
- Hotjar
- Branch.io
- Ahrefs
- SemRush
- PowerBi
- Looker Studio
- Facebook Ads Manager
- Google Adwords

### INITIATIVES

#### Bewakoof Fashion Blog

Re-launching the blog section with improved SEO strategy and driving 1 million monthly organic visitors.

#### MarTech COE Committee

Formed MarTech COE at TMRW along with other members to impart SEO trainings, provide guidance

#### Improved SEO Strategy - D2C Celebrity Launch

Developed an improved SEO strategy to drive organic visibility for Brand Celebrity Launches

#### The Rafiki Artist

Co-Founded The Rafiki Artist and generated revenue by creating and selling over 120+ original sketches within a 2-year timeframe.

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### EDUCATION

#### Ramarao Adik Institute of Technology

BE - Electronics & Telecommunication May 2013 - Oct 2019