



# NIKUNJ TAMBOLI

**Address:** Pune, India  
**Phone:** +91 986043 9699  
**Email:** [hello@nikunjt.com](mailto:hello@nikunjt.com)  
**Website:** [nikunjt.com](http://nikunjt.com)

## SUMMARY

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Accomplished digital marketing executive with over 15 years of experience designing and executing high-impact strategies in SEO, PPC, and online marketing. Adept at transforming data-driven insights into actionable solutions that elevate brand presence, optimize conversion rates, and drive sustained revenue growth. Passionate about integrating emerging technologies and AI to solve complex challenges and propel business success.

## WORK EXPERIENCE

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### QuinStreet, Pune, Maharashtra, India: Over 13 Years of Progressive Leadership

#### Organic Media Director – SEO July 2019 – Present

- Architect and lead comprehensive digital marketing campaigns to significantly boost organic traffic and conversion rates.
- Drive strategic initiatives across SEO, PPC, and content marketing to maximize ROI and elevate brand performance.
- Champion rigorous A/B testing and data analytics to continuously refine user experience and campaign effectiveness.

#### Senior Manager July 2015 – July 2019

- Oversaw multi-channel digital campaigns, aligning tactical execution with strategic business goals.
- Coordinated cross-departmental teams to streamline website redesigns, conversion optimization, and revenue enhancement projects.
- Delivered detailed performance reports and insights to inform high-level decision-making.

#### Digital Marketing Manager July 2013 – June 2015

- Developed and implemented integrated online marketing strategies, leveraging SEO, email outreach, and social media channels.
- Utilized advanced analytics tools to monitor performance, driving continuous improvements in campaign effectiveness.
- Collaborated with creative and technical teams to deliver projects on time and within budget.

#### Assistant Web Producer July 2012 – June 2013

- Partnered with senior producers to set strategic priorities and manage production schedules for diverse digital assets.
- Coordinated project activities among developers, QA, and content teams to enhance site performance and monetization efforts.

#### Media Associate October 2011 – June 2012

- Ensured stringent SEO compliance across multiple domains through proactive on-page optimization and technical troubleshooting.
- Analyzed performance data to formulate targeted strategies, presenting insights on traffic, revenue, and SEO metrics.
- Collaborated closely with content, design, and technical teams to drive continuous digital improvement.

## **Ayush Software Pvt Ltd - SEO Specialist**

**June 2010 – February 2011**

- Directed a team of 20 SEO professionals managing over 50 websites across varied sectors including auto, health, and education.
- Developed robust SEO strategies that substantially improved search rankings and organic traffic.
- Led training sessions to onboard and upskill new team members in advanced SEO best practices.

## **Aryan Imaging & Business Consultants Pvt Ltd**

**July 2009 – February 2010**

- Generated high-quality business leads through innovative online marketing and SEO initiatives.
- Managed end-to-end digital campaigns, including Google AdWords, to improve landing page performance and conversion rates.
- Collaborated with cross-functional teams to ensure the timely delivery of projects and effective campaign execution.

## **Aryan Imaging & Business Consultants Pvt Ltd**

**May 2008 – April 2009**

- Provided foundational support in digital marketing with a focus on SEO, social media, and content development.
- Conducted comprehensive data analysis and reporting to guide strategic marketing initiatives.
- Played a pivotal role in early-stage projects that set the stage for long-term online growth.

## **EDUCATION**

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### **ISBM**

**2010-2011**

- Executive Master of Business Administration (Corporate IT Management)
- Diploma in Business Administration (Brand Management)

### **University of Pune**

**2004 - 2010**

- Bachelor of Computer Engineering

## **CORE COMPETENCIES**

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- **Digital Marketing Strategy & Execution**
- **Advanced SEO & PPC Optimization**
- **Data Analytics & A/B Testing**
- **Conversion & User Experience Optimization**
- **UI/UX Design Principles**
- **Cross-Functional Team Leadership**
- **Social Media & Email Marketing**
- **Project & Product Management**