

NIKITA JAIN

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Marketing professional with 8+ years leading data-driven strategy, program execution, and marketing analytics across large-scale digital platforms, from channel transformation to partner engagement, for ecosystems of 20,000+ users. MBA and MS in Marketing Analytics (STEM), with a track record of turning customer and behavioral data into scalable, multi-channel programs that drive adoption, engagement, and measurable business growth.

EXPERIENCE

EXTERN | E-commerce Analytics Externship (Breaking Games × Extern) Jun 2026 – Jul 2026

- Synthesized Google Ads, Meta Ads, GA4, and Shopify data using AI-assisted tools to identify key drivers of traffic, conversion, and revenue growth
- Analyzed marketing KPIs and sales funnel performance to uncover optimization opportunities and support e-commerce strategy

EXTERN | Marketing AI Automation Externship (Wayfair × Extern) Apr 2026 – May 2026

- Built **AI agents using n8n** to automate trend detection, competitor tracking, & marketing content generation across Amazon, Instagram, & Pinterest
- Generated AI moodboards via Hugging Face by product category and auto-publishing HTML-based market intelligence reports to Google Drive

OPTICVYU | Digital Marketing Internship Jul 2025 – Aug 2025

- Conducted technical, on-page, and off-page **SEO audits** to improve crawlability, keyword targeting, content performance, and organic visibility
- Performed keyword research, competitor and content gap analysis, using GEO principles to optimize website pages & develop **SEO recommendations**
- Managed **LinkedIn content** and publisher outreach to acquire backlinks, increasing domain authority, website traffic, and search rankings

HP (HEWLETT-PACKARD)

Lead, Partner Marketing & Digital Transformation

Dec 2021 – Aug 2024

- Designed & launched a data-driven B2B e-commerce platform (HP Saksham) for 20,000+ partners, **digitizing 54% of orders** & improving market share
- Built & scaled HP REAL, a digital sales productivity app for **4,000+ users**, **cutting costs by 60%** and automating reporting; owned end-to-end delivery
- Planned & executed integrated multi-channel **lifecycle marketing campaigns** (email, CRM, web, WhatsApp, push, in-app) to drive partner adoption
- Executed CMS-driven campaigns managing content calendar, publishing, A/B testing & digital asset optimization across web & social channels
- Built **reporting** frameworks & performance **dashboards** tracking acquisition, funnel, & channel metrics to guide leadership strategy & budget decisions
- Led multi-city launch events, developed onboarding content, **playbooks** & trained **1,000+ retail partners** to drive platform activation & engagement
- Owned end-to-end program **budgeting** and **agency relationship** (including Digitas), ensuring efficient resource allocation and seamless GTM execution
- Recipient, **Digital Transformation Award**, recognized for leading high-impact digital initiatives and process optimization

Project Manager, Strategic Initiatives

Dec 2018 – Nov 2021

- Led HP Sprocket **customer acquisition** & product trial via personalization-led **experiential activations** across modern trade channels, generating MQLs
- Built **market-sizing model** using syndicated data (**IDC, MRI, Nielsen**) across 10 states at town level to drive geo-expansion and new store openings
- Piloted **subscription-based** business models across cities, testing customer adoption, conversion, revenue impact, and ROI to assess scalability
- Architected **WhatsApp Business chatbot** conversation journeys using **decision-tree logic** to improve engagement and lead conversion rates
- Built & managed a **digital content library** of 2,000+ assets, enabling website access & WhatsApp customer engagement to drive demand generation
- Managed multiple parallel projects & end-to-end **vendor lifecycle** from evaluation & contract **negotiation** to implementation & delivery tracking

Area Sales Manager

Sep 2017 – Nov 2018

- Managed a **portfolio of 23** partner accounts, executing GTM strategies that expanded **retail footprint by 40%** and improved business linearity by 65%
- Led **retail marketing campaigns & in-store activations**, optimizing displays, product assortment, and inventory availability to increase ASP by 123%
- Owned sales targets, managed a **team of 38** In-Shop Promoters; implemented performance dashboards & KPI tracking to optimize productivity
- Designed & implemented **planograms** for optimal SKU display, achieving **98% compliance** across retail outlets; increased **width of distribution by 50%**

Program Manager (Redesigned loyalty program & incentives)

Jun 2016 – Aug 2017

LENOVO | Market Research Internship

Apr 2015 – Jun 2015

- Conducted market research for competitive benchmarking and designed a framework to improve partner onboarding and sales enablement

PROJECTS

- **nycbucketlist.blog**: Built and grew a WordPress blog using SEO, social media, & affiliate marketing strategies to drive organic traffic & monetize content.
- **Google DigiPivot 2021 (Google, ISB and Avtar)**: Selected among top 40 women professionals in India for an elite 4-month Digital Marketing program.
- **LLM-Powered Text Analysis**: Analyzed Tenement Museum oral history transcripts to extract scalable thematic insights from unstructured interview data.
- **Customer Lifetime Value Analysis**: Segmented users and applied predictive modeling techniques to estimate potential customer value.
- **RSV Vaccine GTM Strategy (Beyfortus)**: Built an end-to-end GTM plan with MRI data covering segmentation, personas, & integrated marketing strategy.
- **The Wheelock Team (Consulting)**: Delivered a software platform consolidation roadmap and implementation strategy for a NYC-based real estate firm.

EDUCATION

Baruch College, Zicklin School of Business | MS, Marketing Analytics (STEM) | GPA: 3.9 | May 2026

New York, USA

Symbiosis Institute of Business Management, Pune | MBA, Marketing | April 2016

Pune, India

Jesus and Mary College, University of Delhi | Bachelor of Commerce | June 2014

New Delhi, India

COMPETENCIES & TOOLS

- **Competencies**: Campaign Management, Lifecycle Marketing, Demand Generation, Channel Marketing, GTM Strategy, Customer Acquisition, Content Strategy, Performance Analytics, B2B/B2C Marketing, Website Management, Change Management, Agile/SDLC Familiarity, Marketing Automation
- **Analytics & Tools**: Tableau, Power BI, Google Analytics, Google Ads, CMS Platforms, Advanced Excel, SPSS, Basic SQL, HubSpot, Similarweb, Enginius, A/B Testing, SEO/GEO, n8n, Notion AI, NotebookLM, Jira, Figma, Canva, Adobe Express, Lucid Charts, MS Office Suite
- **Certifications**: Google Ads, GA, Power BI, Tableau, Content Marketing, Google DigiPivot, Inside LVMH, McKinsey Forward Program, Marketing Mix Modeling (MMM) & Multi-Touch Attribution Fundamentals, Practical A/B Testing