

Nikhil H. Mali

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Professional Summary

Innovative and results-oriented professional with 8+ years of international experience in business development and digital marketing. Adept at leveraging analytical skills and cross-functional collaboration to drive revenue growth and operational efficiency. Demonstrated ability to synthesize complex data and stakeholder insights into actionable business strategies. Currently transitioning into a Business Analyst role, seeking to leverage global business acumen and digital innovation to translate analytics into strategic solutions and support organizational growth.

Work Experience

Marketing & Sales Advisor — Peek & Cloppenburg, Germany (Nov 2023 – May 2025)

- Advised and supported customers in a high-volume retail environment, implementing personalized upselling and cross-selling strategies that boosted average transaction value by 15%.
- Collaborated with store management to analyze sales trends and inventory reports, leading targeted promotions that increased seasonal sales by 20%.
- Utilized CRM data to identify customer segments and tailor marketing initiatives, resulting in a 25% increase in loyalty program sign-ups.
- Trained and mentored new staff on customer engagement techniques and product knowledge, improving team performance and customer satisfaction metrics.

Digital Marketing Assistant — Baur Pharma, Germany (May 2022 – Sep 2023)

- Developed and executed digital marketing campaigns across social media, email, and web channels, improving lead generation by 30% within one year.
- Conducted market and competitor analysis to inform strategic content creation, enhancing brand visibility and engagement across key pharmaceutical markets.
- Optimized SEO and SEM strategies using SEMrush, increasing organic website traffic by 40% and reducing cost-per-click by 15%.
- Generated weekly analytics reports using Google Analytics and internal dashboards, providing actionable insights to senior management.

Business Development Manager — More Multi Solutions, India (Dec 2018 – Oct 2021)

- Led business development initiatives in a competitive technology services market, securing partnerships that contributed to a 35% increase in annual revenue.
- Designed and implemented a data-driven lead qualification process, which streamlined sales efforts and improved conversion rates by 20%.
- Negotiated contracts and managed relationships with key clients, ensuring alignment of service delivery with client requirements and boosting client retention by 30%.
- Supervised a team of 7 sales professionals, conducting performance reviews and training sessions that elevated team productivity.

Senior Associate — WNS, India (Feb 2018 – Dec 2018)

- Coordinated project deliverables for a major banking client, standardizing reporting templates and improving on-time delivery of project milestones.
- Applied Lean Six Sigma principles to identify process inefficiencies, leading to a 15% reduction in process turnaround time and cost savings.
- Collaborated with cross-functional teams to resolve client issues and implement improvement plans, enhancing customer satisfaction scores.
- Mentored junior analysts and facilitated knowledge-sharing workshops to strengthen analytical and problem-solving capabilities across the team.

Business Development Executive — More Multi Solutions, India (Apr 2016 – Feb 2018)

- Conducted market research and lead generation activities to establish new business opportunities, achieving a 25% growth in qualified sales pipeline.
- Developed persuasive sales proposals and presentations tailored to client needs.
- Managed customer inquiries and negotiated terms for service contracts, ensuring profitable terms and compliance with company policies.
- Collaborated with marketing teams to align outreach campaigns with sales strategies, maximizing outreach efficiency and brand consistency.

Project Analyst — Laxmi Press, India (Feb 2015 – Mar 2016)

- Analyzed print production processes and project timelines, identifying bottlenecks that were eliminated to improve project delivery speed by 20%.
- Developed project tracking dashboards using Excel and created visual progress reports for stakeholders, enhancing transparency and decision-making.
- Facilitated requirements meetings with internal teams to clarify scope and deliverables for custom print orders, ensuring client expectations were met.
- Implemented a standardized documentation process for project briefs and specifications, reducing errors and rework.

Skills

- Analytical Skills: Requirements gathering, data analysis, critical thinking, problem solving, business process modeling
- Soft Skills: Strategic planning, stakeholder communication, leadership, collaboration, adaptability
- Technical Skills: Data visualization, SQL querying, proficiency in MS Excel, Agile & Scrum methodologies
- Business Skills: Market research, sales strategy development, KPI tracking, report generation, process improvement (Lean Six Sigma)

Tools & Technologies

- Business Analysis: UML, Balsamiq, Jira, Axure, MS Visio
- Analytics & BI: Google Analytics, Microsoft Power BI
- CRM & Marketing: HubSpot, Google Search Console, SEMrush
- Productivity: MS Office Suite (Word, Excel, PowerPoint)

Education

- Master of Digital Marketing – Ulaw University, Berlin Germany (2021 – 2022)
- MBA (Marketing & Finance) – PTU University, India (2012 – 2014)
- Bachelor of Applied Science (Information Technology) – Kuvempu University, India (2009 – 2011)

Certifications

- Business Analyst (COEPD) – In Progress
- Lean Six Sigma (Yellow/Green Belt) – Certified
- Google Foundations of Project Management – Certified
- GNIIT (Computer Applications) – NIIT Certified
- Microsoft Certified Professional Developer – Certified

Languages

- English – Fluent
- German – B1 Certified (Studying B2)
- Hindi – Native Proficiency
- Marathi – Native Proficiency

Business Analyst Project Experience (Capstone – COEPD)

A capstone project to create an Online Agriculture Product Store, conducting full lifecycle analysis from concept to prototype. Developed Business Requirements Document (BRD) and Functional Requirements Document (FRD) to define scope and features. Created stakeholder maps and wrote user stories for diverse customer segments. Designed UML diagrams and wireframes in Axure, and facilitated iterative feedback reviews with stakeholders.