

**Koyyada Nikhil**Email: nikhilkoyyada84@gmail.com | Mobile: +91 9515742566LinkedIn: www.linkedin.com/in/nikhilgupta55**Career Objective**

Highly motivated PGDM student specializing in Business Analytics with a passion for marketing. Skilled in leveraging data-driven insights to craft targeted strategies that enhance customer engagement and drive business growth. Seeking an opportunity to apply expertise in data analysis, market research, and visualization tools to optimize marketing performance.

Academic Credentials

Course	Specialization	Institute	University/Board	Year of Passing	Percentage / CGPA
Post Graduate Diploma	Business Analytics	Siva Sivani Institute of Management	AICTE	2024	6.64
Bachelor of Business Administration	BBA	NSV Degree College	Shatavahana University	2022	7.91
Higher Secondary Education	MPC	S.R Junior College	Telangana State Board of Intermediate Education	2019	53.9
Secondary Education	SSC	Krishna Veni Talent School	Telangana State Board of Secondary Education	2017	7.6

Work Experience**Senior Relationship Manager** | Policy Bazaar | July 2024 – Dec 2024

- Promoted insurance products, applying strategic marketing techniques to boost awareness and conversions.
- Achieved and surpassed monthly sales targets by effectively engaging and advising customers.
- Conducted market research using Excel to identify trends and optimize sales strategies.
- Developed and refined sales processes to enhance efficiency and overall business performance.

Digital Marketing Executive Instrukart Holdings Feb 2025 – May 2025

- Created content for short reels and posters to increase brand awareness and engagement. on social media.
- Performed on page SEO and category optimization to improve website performance and increase visitor traffic.
- Managed product uploads, ensuring visibility on landing pages for a seamless user experience.
- Conducted competitor analysis via Excel, comparing product prices across major e-commerce platforms like Amazon, Flipkart, Moglix, Industry Buying, India MART
- Tracked and reported weekly social media performance metrics (reach, likes, engagement) across Facebook, Instagram, and Pinterest.

- Adjusted website pricing based on demandBasic understanding of Google Analytics for performance tracking.

Internship

Company: Global Data Research Center.

Role: Research Intern

Duration: 2 Months

Job Description:

The role involves undertaking detailed economic, quantitative, and market analysis and research assignments of construction industry conduct secondary research to collect information related to construction projects information collection for average project cost by construction source.

Certifications

- Diploma in Computer Applications – MS Office
- Digital Marketing – Great Learning
- SEO Certification – Great Learning

Technical Skills

- Microsoft Office
- Basic Python Programming
- Visualization Tools: Tableau, Power BI

Soft Skills

- Time Management
- Observational Skills
- Communication
- Teamwork

Achievements & Awards

- First Place in Chess – School Competition

Personal Information

- Date of Birth: 02/10/2000
- Father's Name: Koyyada Srinivas
- Mother's Name: Koyyada Sudha
- Languages Known: English, Telugu, Hindi
- Hobbies: Watching movies, playing chess, photography, traveling