

VEGESNA NISHITHA KRISHNA DEVI

DIGITAL MARKETING



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Gandhi Nagar, Kakinada, AP

EDUCATION

Bachelor of Business

Administration 2019-2022

Aditya Global business school

Digital Marketing Boot

Camp 2024-2025

Hashpro Academy

CERTIFICATIONS

Digital Marketing course - E -
learning college

- Google Ads Certification

SKILLS & TOOLS

Digital Marketing Skills: SEO, Google Ads (search& display campaigns), SMM, Email Marketing & campaigns Management and content creation & strategy.

Technical Tools & Platforms:

Google Analytics & Google tags manager, WordPress/CMS Platform, Microsoft Excel, Canva & Basic Graphic Design Tools

Soft Skills: Team Mentorship & Collaboration, Communication & Problem Solving, Time Management and Customer Relationship Management.

PROFESSIONAL SUMMARY

Dynamic and results-oriented professional with a strong foundation in digital marketing and customer service. Adept at SEO, Google Ads, and Microsoft Office Suite. Seeking to leverage my skills and experience in a challenging environment that encourages personal growth and development while achieving organizational goals. Known for blending data-driven insights with creativity and effective communication to implement ROI-focused digital strategies.

EXPERIENCE

wipro, Hyderabad

Supporting Mentor, Listing Verification for Airbnb.

Jan 2024-
Dec 2024

Ensured accuracy and quality of property listing on the platform. Mentored new team members to improve overall performance and efficiency.

Sutherland Global Services, Hyderabad

Amazon US Retail Process Associate

Sep 2022-
July 2023

Assisted Customers with inquiries, ensuring high satisfaction through effective issue resolution.

Managed 70-80 customer interactions daily, consistently achieving performance targets.

Provided valuable feedback to enhance service processes and satisfaction rates.

PROJECTS

Developed Strategic approaches for over-the-top media (OTT) practices to improve engagement.

Dental Clinic 360° Marketing Campaign:

Executed a ₹3.5L full-funnel strategy for dental services including landing page, Google Ads, social media, native ads, affiliates & remarketing.

Achieved simulated KPIs across appointments, CTR, and ROI with localized targeting and performance-driven creatives.

DECLARATION

I hereby declare that the above furnished information is true to my extent and knowledge.