

NITIN CHAUHAN

PROFESSIONAL SUMMARY

Digital Marketing Specialist with extensive experience in driving user engagement and conversion rates through strategic SEO and PPC campaigns. With a proven track record of optimizing digital content using Google Analytics and CMS platforms, this professional enhances brand visibility across online channels. Passionate about fostering collaborative environments that encourage innovation and creativity, leading to exceptional marketing outcomes.

EMPLOYMENT HISTORY

MARKETING AND COMMUNICATION HR *Littlemore Mental Health Centre*

Jan 2026 – May 2026
Oxford

- ◆ Update and manage website content using the Trust CMS, including basic page edits and landing page updates.
- ◆ Create and publish banners and digital content to support campaigns and share important information.
- ◆ Design simple logos and visual assets using Canva and Affinity, following Trust branding and colour guidelines.
- ◆ Produce short guidance videos to help candidates complete CareCheck applications and upload ID documents for DBS checks.
- ◆ Support DBS processes by creating clear instructions for ID verification and application completion.
- ◆ Carry out basic SEO improvements and track website performance using Google Analytics and Excel.
- ◆ Edit and improve images using Adobe Photoshop before uploading to the website.

MARKETING ASSISTANT *Churchill Hospital*

Jun 2025 – Dec 2025
Oxford

- ◆ Designed awareness banners, posters, and digital assets using Adobe Photoshop, Illustrator, and Canva, ensuring alignment with NHS branding.
- ◆ Created and edited video content to support campaign messaging and improve engagement across internal and external platforms.
- ◆ Developed and distributed email communications to promote campaigns and share key updates with staff and stakeholders.
- ◆ Monitored campaign performance using analytics tools and Excel, using insights to refine content and improve engagement.
- ◆ Built weekly Google Analytics dashboards to track acquisition channels and inform budget shifts.

RECEPTION ADMINISTRATOR *Ramada Oxford*

Mar 2025 – May 2025
Oxford

- ◆ Assisted in executing and optimizing Google Ads and Facebook Ads campaigns, improving CTR by 25% and reducing CPC by 15%, while driving a 30% increase in lead generation.
- ◆ Leveraged Excel (pivot tables, macros) and SQL queries to track, analyse, and extract insights for campaign optimization and performance improvement.
- ◆ Collaborated with SEO, content, and design teams to align marketing strategies with business objectives, producing detailed performance reports that influenced future marketing decisions.
- ◆ Updated and maintained hotel information across digital platforms, ensuring content accuracy, timely posting of offers, and improved online visibility.
- ◆ Supported email and social media marketing initiatives using Mailchimp, Instagram, TikTok, Twitter, and LinkedIn, enhancing engagement, increasing followers by 30%, and boosting direct bookings.

MARKETING ASSISTANT**Mar 2024 – Jul 2024****Sainsbury's**

- ◆ Implemented comprehensive SEO strategies using Google Analytics and Moz, increasing organic traffic by 15% and improving overall website visibility and domain authority.
- ◆ Conducted in-depth keyword research, link-building activities, and on-page/off-page optimization, resulting in a 10% rise in lead conversions.
- ◆ Utilized SQL for data manipulation and reporting to track website performance, providing actionable insights that supported continuous SEO improvements.
- ◆ Supported in-store promotional campaigns by organizing and updating product displays, maintaining accurate records, and ensuring brand consistency — showcasing strong data management and coordination skills applicable to digital marketing operations.
- ◆ Executed in-store promotional campaigns that significantly boosted product visibility and drove measurable increases in customer engagement.

DIGITAL MARKETING INTERN**Aug 2023 – Oct 2023****DreamTrip4U****India**

- ◆ Managed and optimized digital media buying strategies to enhance traffic performance and ensure cost-effective ad placements.
- ◆ Developed audience segmentation and targeting strategies that improved engagement and conversion rates.
- ◆ Collaborated with creative and web design teams to refine ad content and update website designs, enhancing user experience and overall engagement metrics.
- ◆ Analysed user data and integrated SEO strategies, resulting in longer session durations and substantial improvements in organic traffic and search visibility.
- ◆ Executed targeted social media initiatives, driving measurable growth in follower engagement and interaction rates.
- ◆ Partnered with the content team to develop compelling copy, resulting in increased click-through rates and improved audience retention.

ARRIVAL ASSISTANT**Aug 2023****Oxford Brookes University**

- ◆ Audited and optimized the student portal's content hierarchy using SEO Inspector and keyword mapping, increasing internal search visibility by 30% and enhancing user navigation.
- ◆ Applied local SEO strategies by optimizing meta tags, internal links, and location-specific queries, boosting engagement among international users and improving site performance.
- ◆ Managed and optimized multi-territory paid ad campaigns across India and South-East Asia, improving conversion rates by 12% and engagement by 18% through region-specific targeting.
- ◆ Created and tested ad creatives and social media campaigns that increased brand awareness by 30%, achieving a 12% rise in lead conversions through A/B testing and CRO initiatives.

DIGITAL MARKETING INTERN**Nov 2022 – Jan 2023****Soft Crayons Tech Solutions****India**

- ◆ Assisted in updating and maintaining product and landing page content on CMS platforms like Shopify and WordPress, ensuring accuracy, optimized visuals, and consistent digital asset quality using Photoshop.
- ◆ Planned, executed, and optimized PPC campaigns across Google, Microsoft, and Facebook Ads, reducing cost per click by 35% and improving targeting for higher ROI.
- ◆ Conducted technical SEO audits using SEMrush, improving keyword visibility and local search impressions by 40%, while tracking campaign performance through Excel and Google Analytics dashboards.
- ◆ Collected and analysed customer insights, designed data-driven marketing campaigns, and managed community events/webinars, leading to a 30% increase in lead generation, 25% growth in website traffic, 35% higher engagement, and strengthened brand loyalty.

EDUCATION

MSC DIGITAL MARKETING
Oxford Brookes University

Jan 2023 – May 2024
United Kingdom

BBA
CCS University

2017 – 2020
India

PROJECTS

MINI PROJECT: E-COMMERCE ADVERTISING

Analysed customer purchase behaviour to optimize advertising campaigns, driving higher conversions and improved ROI.

MINI PROJECT: MARKETING ANALYTICS

Developed data-driven strategies to enhance targeted customer engagement and drive measurable revenue growth.

COURSES

GOOGLE ADS SEARCH CERTIFICATION
Google

2026

SOCIAL MEDIA MARKETING CERTIFICATION
Hootsuite

2026

EMAIL & NEWSLETTER MARKETING
LinkedIn

2026

MICROSOFT ADS CERTIFICATION
Microsoft

2026

ADVANCED DIGITAL MARKETING
Google

2026

CONTENT MARKETING CERTIFICATION
HubSpot

2026

SKILLS

Excel, Photoshop, WordPress, Shopify, SEO, SEM, SMM, Google Analytics, CMS Management, PPC Campaigns, Content Scheduling, CRM Workflow, Presentation Skills, Email Marketing, Social Listening, Brand Strategy, Customer Segmentation, Content Creation, A/B Testing, Digital Strategy, Market Research, Influencer Marketing, Conversion Rate Optimization, Affiliate Marketing, Email Automation, User Experience

ADDITIONAL INFORMATION

NHS TRUST GUIDE VIDEOS — 2026

- ◆ Created Trust CareCheck application guide videos for staff onboarding and training.
- ◆ Developed Trust ID documentation and service update tutorial videos for staff members.
- ◆ Edited and designed instructional video content using Adobe Premiere Pro and Canva.

DISTINCTION IN DISSERTATION

Oxford Brookes University - 2023

Awarded for top grade research on OTT personalization.

PRIDE MONTH EVENT COORDINATOR

Oxford Brookes University - 2023

Supported event promotion, communication, and collaboration across university activities.