


Nikhil Chaudhary


Performance Marketing Professional | 6 Years of Experience
MBA (Marketing)

Skills: Paid Social | SEM | Data-Driven Strategies | Media Planning | Media Buying | Programmatic | Data Analytics & Reporting

 [Visit my LinkedIn profile](#)

 www.nikhil.ae

 hello@nikhil.ae

 Dubai, UAE



I am..

- a performance marketing professional with 5+ years experience in the UAE.
- a paid search and paid social expert specializing in e-commerce businesses.
- an analytics wiz and a follower of data-driven decision-making.
- a continuous learner for professional and personal development.
- an effective communicator.

What I am good at:

- Omni-Channel Performance Marketing Strategies
- Tracking/Tagging - Pixel implementation
- Media Planning & Buying
- Campaign execution & Optimization
- Data Analysis & Reporting
- Client Communication
- Content-driven Marketing
- Programmatic Advertising

Tools I have experience with:

- Google Analytics 4, Adjust
- Google Ads - Search, Display, Youtube, Shopping, Performance Max.
- Meta Ads, Tiktok Ads, Snapchat Ads
- Google Tag Manager
- DV360
- Looker Studio
- Klavyio (CDP)
- Unbounce
- Adfalcon (Arabyads own DSP)
- Taboola Ads
- Others DSPs: Propellar Ads, Adcash.

Work Experiences:

Performance Manager - Digital

ARABYADS FZ LLC
(Dubai, UAE)

March'20 - till date
(4 years+)

(Arabyads is a digital marketing agency based in Dubai, UAE)

- Building strong omni-channel digital media plans for top, mid, and bottom of the funnel goals.
- Executing campaigns across various platforms including Search, Display, YouTube, Meta - Facebook/Instagram, Snapchat, and TikTok.
- Outsourcing the CPI/CPA campaign to affiliate networks using Adjust/Appsflyer tracking links or Affise.
- Setting up programmatic awareness campaigns for the clients using DV360.
- Utilizing Google Sheets and Looker Studio to create dashboards and reports for clients to evaluate campaign's performance.
- Keeping myself updated with evolving platform algorithms while leveraging top performing campaign types - Search, Performance Max, Advantage Plus Shopping, Tiktok Spark Ads, etc.
- Working closely with other business units within the organization for smooth campaign delivery and invoicing.

Performance Marketing Specialist

ELABELZ.COM
(Dubai, UAE)

July'18 - March'20
(1 year & 8 months)

(Elabelz.com was a fashion e-commerce platform catering to UAE, KSA, Iraq, Bahrain, Oman & Kuwait)

- Successfully established digital marketing initiatives from the ground up - implementing event/pixel tracking via Google Tag Manager (GTM), setting up product catalogs/feeds, Adjust configuration, etc.
- Types of campaigns I have worked on: Installs, Prospecting-web, Retargeting, Search, Display, and Awareness.
- Used Zaius (now Optimizely) as the CRM tool to automate email communication with the users and execute App pushes.
- Executed and optimized campaigns for - Meta Ads, Google Search, Google Shopping, GDN, Snapchat, Apple Search Ads, Criteo, and Affiliate networks (Through Adjust).
- Produced comprehensive reports for management forecasting purposes, utilizing Google Sheets or Data Studio.

Education:

MBA (Marketing)
IMT Dubai, UAE
Year : 2015-2017

B.Tech (Computer Science)
Amity University, Noida, India
Year : 2007-2011

Personal Information:

Current City: Dubai, UAE
Email work: hello@nikhil.ae
Email personal: nikhilchaudhary1289@gmail.com

Nationality: Indian
DOB: 06-Jan-1990
Languages known: Hindi, English

Hobbies

Fitness, Cross-fit / Running
Listening to Podcasts/ Audio Books
Travelling to Mountains & Forests