

# Nishita Tamuly

## Experiential Storyteller

A data-driven strategist transforming actionable insights across multi-channel touch points into compelling stories for growth opportunities



nishita.tamuly@gmail.com ✉

+1-949-436-3625 📞

New York, NY 📍

linkedin.com/in/nishitatamuly in

## WORK EXPERIENCE

### Insights Strategist

MODCo Media

03/2017

New York, NY

Accounts: CARE, MetLife, Take-Two, True Religion, TAP Portugal

#### Achievements/Tasks

- Executed automated reporting across agency to reduce delivery turnaround time/effort by 16X
- Implemented measurement plans for tracking relevant KPIs and improving performance efficiencies by 30%
- Designed unique floodlight conversion strategy to understand on-site behavior and attribution achieving up to \$5MM in additional budget for top and bottom funnel strategies
- Delivering strategic insights based on in-depth analysis of online marketing performance and customer segmentation through data collection and blending techniques presenting significant business opportunities
- Assisting in expansion of analytics roadmap by leading and developing teams towards self-serve reporting

### Assistant Search Analyst

MODCo Media

07/2016 – 02/2017

New York, NY

#### Achievements/Tasks

- Built account structure and campaign strategy for brand launch, optimized performance against 50% awareness goals which were met
- Restructured and managed high-end fashion brand account to exceed e-commerce goals by 3 times

### Strategist

Global Diversity Marketing

04/2015 – 06/2016

New York, NY

#### Achievements/Tasks

- Developed creative strategy for business and customer growth with a focus on diversity and inclusion

### Associate Consultant

Zicon Consultants and Management Services

08/2012 – 07/2014

India

#### Achievements/Tasks

- Managed organizational development programs and ERP initiatives for manufacturing clientele

## INTERESTS

Culture

Stories

Writing

Design Thinking

Traveling

Logotherapy

Audience Development

Anthropology

Strategy

English Language

## SKILLS & COMPETENCES

Writing/Blogging



Strategy & Insights



Data Analysis & Presentation



Digital Marketing



Cross Channel Marketing



Content Strategy



Process Documentation & Communication



Tableau



Google Analytics 360 | Adobe Analytics



DoubleClick Digital Marketing



Google AdWords | Bing Ads



R Programming



## EDUCATION

### M.S in Integrated Marketing - Digital Marketing

New York University | 3.91

09/2014 – 05/2016

New York, NY

#### Courses

- Strategy and Execution
- Social Media and E-Commerce Marketing
- Media Planning
- Database Management and Modeling

### Bachelor of Engineering - Mechanical

University of Pune

08/2008 – 08/2012

India

## PROJECTS

Blog - fluid.world

- www.nishitat.com

fluid.world

- www.instagram.com/fluid.world

Website

- http://nishitatamuly.wixsite.com/nishitatamuly