# NISHIT BHANDARI

Growth & Marketing Analytics Professional | Acquisition, Funnel Optimization & Conversion

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## PROFESSIONAL SUMMARY

Growth-focused marketing professional with 2.5+ years in acquisition, funnel optimization, and data-driven decision-making at a fintech NBFC. I'm accountable for Approved-to-Disbursed funnel conversion — up from 65% to 78% across my tenure — which I've moved by finding and fixing specific bottlenecks, including a CPV process redesign that cut turnaround time by 33% and a follow-up process I piloted myself before it got scaled company-wide. I also rebuilt our affiliate acquisition channel, which disbursed ₹1 Cr in its first month. SEO is one of my strongest channels day-to-day, backed by hands-on technical SEO and growing AEO/GEO expertise. MBA in Marketing Management, CGPA 8.52/10.

## CORE SKILLS

**Growth & Funnel:** Funnel Optimization, Conversion Rate Improvement, Bottleneck Diagnosis, Acquisition Strategy, Affiliate Channel Development, Marketing Analytics, Data-Driven Decision-Making

**Analytics & Tools:** CRO, Web Analytics (GA4), Power BI (dashboard analysis), Google Search Console, CRM Segmentation, Google Ads (Working Knowledge), HubSpot

**Organic & Coordination:** Technical SEO, AEO/E-E-A-T, Agency & Vendor Management, Cross-Functional Stakeholder Management

## PROFESSIONAL EXPERIENCE

**FlexiLoans**, Mumbai *Nov 2022 – Present*

**1. Senior Executive – Direct Sales (Digital Marketing)** *Feb 2024 – Present*

*Functional Focus: Growth & Funnel Optimization*

- Accountable for Approved-to-Disbursed funnel conversion — improved it from 65% to 78% over 2.5 years by digging into where cases were actually stalling, not just prescribing fixes upfront.
- Redesigned CPV assignment timing — moving verification earlier to run in parallel with documentation — and activated dormant case-prioritization tooling with added TAT-breach escalation, cutting CPV-stage turnaround time by 33%.
- Identified a follow-up bottleneck during peak volume periods; piloted a dedicated inbound-response process on my own cases first, proved it worked, and saw it scaled company-wide by the CRM team.
- Rebuilt the affiliate acquisition channel across web and app after web underperformance led to its discontinuation; the rebuilt app channel — 10 partners onboarded across performing and non-performing cohorts — disbursed ₹1 Cr in its first month.
- Serve as primary day-to-day SEO SPOC, driving technical SEO, AEO/E-E-A-T, and content strategy as a core organic acquisition channel — coordinating with agencies and tech teams, and sustaining content output personally (including AI-assisted meta title/description rewrites) through an agency transition.
- Contributed to organic acquisition initiatives supporting approximately ₹24.95 Cr in annual disbursement against a ₹33.3 Cr target; delivered monthly performance reporting to leadership, supporting channel prioritization and decision-making.

**2. Operations & CRM Executive** *Nov 2022 – Jan 2024*

- Managed end-to-end client onboarding and documentation across the loan application journey; drove files through to disbursement, coordinating cross-functionally to reduce turnaround time (TAT) — early foundation in funnel mechanics later applied to growth work.
- Redesigned CRM data tracking and reporting processes, improving data accuracy used across marketing and sales teams.

**Associate Investment Manager** | Square Yards, Mumbai *Apr 2022 – Sep 2022*

- Conducted outbound cold-calling and lead generation for real estate investment inquiries, building client relationships and qualifying leads for the sales pipeline.

## KEY PROJECT — FUNNEL RECOVERY DURING MIGRATION

- When a CMS migration caused organic leads to drop far harder than traffic (69% vs. 12%), ruled out a tracking/attribution artifact first, then diagnosed that custom-coded calculators and CTAs — not lead forms — were breaking the conversion path across both blog and product pages. A data-driven, root-cause approach applicable beyond SEO specifically.

## EDUCATION

- Executive MBA, Marketing Management — DY Patil Vidyapeeth, Pune (CGPA 8.52/10, Grade A, 2025)
- BMS, Marketing — Prahladrai Dalmia Lions College, Mumbai (2019 – 2022)

## CERTIFICATIONS

- Advanced Certification in Digital Marketing — upGrad · Digital Marketing & E-commerce Certificate — Google/Coursera · Google Ads (Search & Display) — Google Skillshop · Growing Business with Facebook — Meta · Email Marketing — HubSpot Academy