Nithish B

Digital Media Marketing Executive

Coimbatore, India 641028 • +918248671485 • nithishkumar0761@gmail.com •
WWW: Linkedin.com/in/nithish-b-031a27241/

Professional summary

Digital Marketing Executive with hands-on experience driving brand communication, performance marketing, and content strategy for sustainability-led and growth-focused companies. Skilled at orchestrating digital presence, managing campaigns end-to-end, crafting high-converting content, and building storytelling-driven brand narratives.

Websites, Portfolios, Profiles

- https://www.linkedin.com/in/nithish-b-031a27241/
- https://nithishb.lovable.app/

Skills

- Strategic Planning
- Social Media Strategy
- Campaign Execution
- Event Management
- Content Writing
- Meta ads
- Market Research
- Digital Marketing
- Performance Marketing
- Media Relations
- LinkedIn Marketing
- PR Co-ordination
- Google ads
- Audience Growth & Engagement Optimization

Experience

Digital Media Marketing Executive, 01/2025 to Current
Buyofuel – Coimbatore

- Managed the complete brand voice and communication system, ensuring sustainability-led messaging across all digital touchpoints.
- Executed performance-driven digital campaigns, improving organic reach, engagement, and follower quality.
- Created content frameworks for LinkedIn, Instagram, and other channels to drive awareness, consideration, and conversions.

- Led event-driven marketing activities, pre-event hype, and post-event amplification.
- Produced high-impact PR notes, and coordinated with media outlets for brand coverage.

Sales and Marketing Executive, 11/2023 to 12/2024
CORPORATE NETWORKS – Bangalore

- Developed new business for corporate networks on corporate trainings.
- Drove business growth by identifying, approaching, and converting corporate clients for training and L&D programs.
- Built and maintained strong relationships with HR heads, training managers, and decision-makers across IT, manufacturing, and service sectors.
- Created tailored proposals and training solutions based on client skill requirements, budgets, and team-size expectations.

Marketing Intern, 08/2023 to 12/2023
AVMLabs – Bangalore

- Managed international markets including Oman, Saudi Arabia, and the UAE, driving recruitment of freelance medical professionals for blood sample collection.
- Built and expanded a strong freelancer network by identifying, onboarding, and coordinating with qualified phlebotomists across GCC regions.
- Increased brand awareness by managing multi-platform outreach, social presence, and targeted communication to strengthen AVM Labs' visibility.
- Developed and executed strategies to attract B2B clients, positioning AVM Labs as a reliable diagnostic service partner across healthcare and corporate sectors.

Education

MBA: Marketing, 07/2023
Bharathiar University - Coimbatore, India

Bachelor's Degree: Risk Management, 01/2021
Bharathiar University - Coimbatore, India

Certifications

Advanced Digital Marketing - By GUVI, 02/2025

STRENGTHS

- Strategic Brand & Communication Leadership: Able to craft and maintain a consistent brand voice across platforms while shaping messaging that drives awareness and trust.
- Business Development & Market Expansion: Experienced in identifying opportunities, building B2B pipelines, and managing client acquisition across multiple channels.

- Digital Growth & Performance Execution: Strong at boosting brand visibility, managing multi-platform campaigns, and using data to optimize engagement and results.

KEY ACHIEVEMENTS

Startup TN Summit 2025 – B2B Lead Generation
Represented the brand at **Startup TN Summit 2025**, Managing the exhibition stall and **generated 20+ high-quality B2B leads**, engaging founders, CXOs, and industry stakeholders through targeted conversations and on-ground marketing.

Agri Intex 2025 - Partnership with Altum Agro Technologies
Co-organized a one-day Ethanol Conference in collaboration with Altum Agro Technologies, leading end-to-end event planning, speaker coordination, promotions, and attendee onboarding.
Successfully **attracted 40+ industry experts**, ensured participation, and delivered a seamlessly executed industry-focused event.