

B O R I S N A N D I

D I G I T A L M A R K E T I N G M A N A G E R

PROFILE

I am an experienced digital marketing professional with over six years in the industry, specialising in digital strategy, design, and analytics. I have recently relocated back to my hometown of Adelaide after several years interstate, where I pursued opportunities to expand my professional skillset. I am now eager to bring my extensive hands-on experience and MBA-level marketing expertise to a dynamic new role here in Adelaide.

PROFESSIONAL EXPERIENCE



ONLINE PORTFOLIO

Click this link to view my online portfolio - borisnandi.com

To showcase my design capabilities, I have created an online portfolio that contains a selection of projects that I have completed throughout my career for both employers and freelance clients. You can find my portfolio here: borisnandi.com



SENIOR DIGITAL ACCOUNT MANAGER

ImpactInstitute, Sydney - Australia

June 2023 - Present

ImpactInstitute is a B-Corp certified organisation that aims to empower meaningful change through impact consulting and client management. As the Senior Digital Account Manager, I play a pivotal role in leading our in-house digital marketing initiatives and helping client accounts grow through digital channels. My responsibilities include:

- Manage and optimise digital advertising campaigns to maximise ROAS and drive conversions.
- Conduct market research and competitor analysis to identify trends, opportunities, and areas for improvement.
- Facilitate regular client performance meetings and brainstorm new and creative growth-based digital marketing strategies with clients.
- Partner with the creative teams to brief, ideate, and refine creative deliverables.
- Ensure all executed campaigns are aligned with the overall strategy and making adjustments as necessary.
- Provide training and mentoring to junior team members and educate the agency team on new trends, innovation and best practices

EDUCATION

MBA (STRATEGIC MARKETING)

University of Adelaide, 2021 - 2022

BACHELOR OF COMMERCE (ACCOUNTING)

University of South Australia, 2015 - 2018

BACHELOR OF BUSINESS (FINANCE)

University of South Australia, 2015 - 2018

FULL STACK WEB DEVELOPMENT

ZTM Academy, 2019 - 2020

CONTACT



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Adelaide, Australia

TECHNICAL SKILLS

User Experience (UX Design)

Search Engine Optimisation (SEO)

Conversion Rate Optimisation (CRO)

Facebook Ads

Google Ads

Copywriting

WordPress + Elementor

Google Analytics

Adobe Photoshop (Advanced)

Adobe Illustrator (Advanced)

Adobe Xd + Figma

Adobe Premier Pro

HTML + CSS + JavaScript

Data Presentation & Communication

ChatGPT Prompt Engineering

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PROFESSIONAL EXPERIENCE

AIA

DIGITAL ACCOUNT MANAGER

Australian Internet Advertising, Sydney - Australia

Aug 2021 - May 2023

Australian Internet Advertising is a Sydney Based Digital Marketing Agency that primarily specialises in Google Ads, Facebook Ads & SEO. As a Digital Marketing Account Manager, it was my responsibility to be the main point of contact between the business and the clients. Below are a selection of my key tasks & responsibilities:

- Build and maintain strong client relationships, acting as the main point of contact between the company and up to 30 clients simultaneously.
- Plan, create and execute Google, Facebook, LinkedIn, TikTok and Email marketing campaigns.
- Analyse campaign performance data to create detailed reports and actionable insights for both clients and internal teams.
- Manage a team of copywriters, developers, graphic designers and marketing interns to deliver high-quality digital content.
- Conduct exploratory market research and brainstorm new growth-based digital marketing strategies with clients.
- Manage and optimise marketing budgets to ensure the predefined ROAS target is being achieved.
- Implement and manage robust conversion tracking via Google Tag Manager and GA4.
- Create and manage audience segments for remarketing campaigns, leveraging analytics to re-engage users with customised messaging and offers
- Analyse website conversion paths, and identify the key drop-off points to streamline the user journey and maximise conversion rates.
- Design and oversee A/B testing and other conversion optimisation efforts to improve the efficiency and effectiveness of marketing campaigns.
- Identify opportunities for new client acquisition and achieve ambitious sales targets through upselling and cross-selling agency services.

REFERENCES

HEIDI DUXFIELD

Global eCommerce Marketing Manager
- The Career Academy
M: Available on request
E: Heidi@thecareeracademy.com.au

SAM HOGARTH

Account Manager
- Australian Internet Advertising
M: Available on request
E: sam@aiad.com.au

CONTACT

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-  Adelaide, Australia

INTRAPERSONAL SKILLS

- Problem Solver
- Quick Learner
- Critical Thinker
- Attention to Detail
- Natural Leader
- Client Relationship Management
- Verbal Communication
- Collaborative Team Player
- Active Listener
- Composed Under Pressure
- Initiative Taker
- Strong Researcher
- Approachable and Friendly
- Confident Decision Maker
- Strong Work Ethic

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PROFESSIONAL EXPERIENCE



DIGITAL MARKETING MANAGER

Metric Marketing, Adelaide - Australia

Dec 2020 - Jul 2021

Metric is a boutique full-service Marketing Agency based in Adelaide. Their clients include BHP, Charter Hall, Lendlease and Knight Frank. As a digital marketing manager, it was my responsibility to oversee and manage all digital marketing related aspects of the business.

- All tasks in this role are identical to my most recent role at Australian Internet Advertising.



DIGITAL MARKETING SPECIALIST

The Career Academy, Melbourne - Australia

Nov 2018 - Dec 2020

As a digital marketing specialist, it is my responsibility to generate leads for the sales team. My role heavily centred around conducting market research as well as establishing both PPC and social media marketing campaigns. I was also directly responsible for the design and execution of marketing campaigns and the management of the various company websites. Below are a selection of my key tasks & responsibilities:

- Design EDMs, info packs, WordPress website sections and other marketing material.
- Conduct quarterly market research and competitor analysis presenting findings to senior management.
- Create monthly marketing reports and actioning recommendations.
- Manage digital agency relationships as well as campaign budgets and schedules.
- Analyse product conversions on paid lead providers and adjust ads as necessary.
- Coordinate with the sales managers on the creation of marketing campaigns.
- Post engaging social media content on Facebook and LinkedIn twice a week.
- Conduct regular website audits & generate SEO optimisation reports.
- Analyse Google & Facebook Ad spend.
- Keep up to date with digital developments and educate myself whenever necessary.
- Complete other ad-hoc tasks when requested by the Marketing Manager & CEO

PROFESSIONAL CERTIFICATIONS

GOOGLE ADS SEARCH CERTIFICATION

Google, 2021

META CERTIFIED DIGITAL MARKETING ASSOCIATE

Facebook, 2021

CONTACT



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Adelaide, Australia

PERSONAL INTERESTS

Continuous Learning

Graphic Design

Video Editing

Illustration

Photography

Networking

Photography

UX Design

Artificial Intelligence

Web Development

Data Science

Analytics

Personal Development

Health & Wellbeing