



NAGABUSHAN L

CUSTOMER SUPPORT, DATA ANALYSING, ADVANCED EXCEL
DIGITAL MARKETING

CONTACT

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Ronokargo Building near
Rolla Bus Stop Sharjah -
515001

EDUCATION

2013
SESHADRIPURAM EVENING
COLLEGE

- PUC

2009
RPA JNANA VIKAS HIGH SCHOOL

- SSLC

GENDER

- Male

NATIONALITY

- Indian

SKILLS

- Good Communication
- Sales & Market Development
- Digital Marketing
- Product Knowledge
- Problem Solving
- Adaptability
- Team Collaborations

PROFILE

To execute my management skills in an Organization for fulfilling personal as well as Organizational objectives. To provide the highest level of service with innovative mind by combining efficiency with skill and with the right attitude to satisfy my superior's and to prove myself as a worthy asset.

WORK EXPERIENCE

• Manipal Hospitals Miller's Road [2023-2025]

Associate (Digital Marketing) Backend

- Digital Marketing Associate at Manipal Hospitals, Miller's Road, Bangalore. Lead Generation team handling a team of 5 call center agents, managing the flow of inbound calls & Outbound calls generated through various digital marketing channels, including social media, search engines, and online advertisements. Responsible for ensuring the calls were efficiently routed, tracked, and handled to maximize conversion rates and customer satisfaction. Collaborated with the digital marketing team to analyze lead data, optimize call scripts, and enhance the customer experience. Additionally, played a key role in supporting neighborhood campaigns and branding activities aimed at increasing the hospital's local visibility and engagement within the community. Assisted in strategizing and executing promotional events, online content, and advertisements to strengthen the hospital's brand presence. Demonstrated strong leadership, communication, and project management skills to align digital initiatives with overall marketing goals.
- Prepared comprehensive month-on-month marketing performance reports, utilizing advanced Excel functions such as pivot tables, VLOOKUP, and conditional formatting to analyze key metrics and trends.
- Analyzed and tracked marketing KPIs (such as ROI, customer acquisition cost, and lead generation) using Excel, delivering actionable insights to optimize ongoing marketing strategies.
- Developed and automated Excel dashboards to present monthly marketing data, enabling real-time decision-making and improving team productivity.
- Generated detailed Excel reports to measure the success of various marketing campaigns, presenting data on conversion rates, click-through rates, and engagement metrics for executive review.
- Worked closely with cross-functional teams to compile and analyze marketing data, leveraging Excel to identify trends and provide insights for future marketing strategies.
- Managed large datasets and utilized Excel's data analysis tools to create monthly marketing performance summaries, improving the accuracy and timeliness of reporting.

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Kannada (Fluent)
- Tamil (Fluent)
- Telugu (Fluent)

- **Sutherland Global Services Pvt Ltd [2013-2015]**

Senior Consultant (Order Management)

- Senior Consultant at Sutherland Global Services, specializing in handling orders for Dell products for US institutions, including schools and colleges. Managed end-to-end order placement processes, ensuring accuracy and timely delivery. Provided exceptional customer service by addressing inquiries, resolving issues, and ensuring seamless transactions. Collaborated closely with clients to understand their needs and provide tailored solutions, contributing to improved customer satisfaction and operational efficiency.