

Nikhil Raj PK

Growth Engineer · United Arab Emirates

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Ten years of marketing on a computer science degree, now building the systems growth runs on: pipelines, CRM logic, qualification and reporting that hold up in production.

EXPERIENCE

Marketing & Digital Transformation
2023 – Present

Mahindra Emirates Vehicle Armouring

UAE, global markets · Defense, B2B and B2G

- Owned the product design of a custom CRM that replaced the sales team's Excel and Access workbooks: lifecycle, schema, source attribution and reporting.
- Built a B2G outbound pipeline: sourcing, AI qualification and human approval before anything sends. Live in production.
- Shipped a tender compliance engine that turns tender PDFs into reviewed compliance matrices, with every row traced to its source clause.
- Built a vehicle production tracker: a 14-stage rail, database-enforced integrity and a decision dashboard.
- Supported digital campaigns and assets for the Middle East, Africa and global market activity.

Digital Marketing Consultant
2022 – 2023

Coach2Reach Inc.

Remote · B2C EdTech

- Managed Google Ads execution and the optimization roadmap.
- Configured conversion tracking and the analytics review structure.
- Translated campaign data into practical acquisition insights.

Social Media Specialist
2020 – 2021

ChalksnSlate Media

India, hybrid · B2B media agency

- Developed campaign creative direction and content workflows.
- Managed campaign output against client objectives.
- Supported ongoing optimization through performance reviews.

Sr. Digital Marketing Associate
2016 – 2020

Markon Strategy Consulting

India, hybrid · B2B marketing

- Wireframed and developed conversion-focused landing pages.
- Supported automation workflows that reduced repetitive campaign tasks.
- Executed campaigns for brand awareness and lead generation.

CASE STUDIES

B2G Procurement Data Extraction Workflow

Sourcing, AI qualification and human approval in one event-driven pipeline. One opportunity from the first 21 emails.

Custom CRM Product Ownership

A multi-user CRM, live for the sales team, with source attribution and live funnel views per role.

Tender Compliance Matrix Engine

Tender PDF in, reviewed matrix and DOCX out, with every row traced to its source clause.

Vehicle Production Tracker

Every vehicle on a 14-stage rail, written by two roles and read by everyone.

nrajpk.com/work

MARKETING

Google Ads · Meta Ads · LinkedIn Campaign Manager · GA4 · GTM · MS Clarity · Landing Pages / CRO · Email Campaigns · Figma · Adobe Suite · Content & Creative Ops

SYSTEMS

Python · Apify · n8n · Supabase · FastAPI · Power BI · Salesforce · Zoho · React · Docker · Next.js · Airtable · LLM APIs · REST / webhooks

EDUCATION

B.Tech in Computer Science

Mar Athanasius College of Engineering, 2016