

# 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 6 years in the industry, specialising in digital strategy, marketing, design, and analytics. I'm looking to bring my hands-on experience and years of education to a fast-paced team where I can support digital growth, drive strategic outcomes, and deliver measurable impact.

### PROFESSIONAL EXPERIENCE



#### ONLINE PORTFOLIO

Click this link to view my online portfolio - [borisnandi.com](https://borisnandi.com)

To showcase my design and creative capabilities, I've compiled a portfolio featuring selected work completed throughout my career spanning both in-house roles and freelance projects.



#### 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 played a pivotal role in leading our in-house digital marketing initiatives and helping client accounts grow through digital channels. Some of my responsibilities included:

- Oversaw the end-to-end lifecycle of digital campaigns from initial strategic planning and budgeting through to execution, optimisation, and post-campaign analysis.
- Utilised in-depth analytics to develop data-driven strategies focused on identifying growth opportunities, maximising ROI, and enhancing digital performance.
- Led collaboration between creative, copywriting, and technical teams to develop innovative multi-channel marketing strategies aligned with client goals.

#### Highlights:

- Promoted an expo event using LinkedIn ads with Facebook retargeting, selling out all exhibitor booths four months before the event started.
- Generated 3,000+ leads in 2024 for an RTO through Google Ads, achieving a 15.66% CTR and 7.12% conversion rate, driving strong lead acquisition results.
- Managed a complex web development project for a national RTO brand, integrating a custom API to connect their LMS, CMS, and CRM for seamless data flow.
- Helped grow a podcast by utilising AI to produce short-form video clips with high-retention hooks, resulting in 15,000+ total listens and a 60% audience growth over 6 months.

### EDUCATION

#### MASTER OF BUSINESS ADMINISTRATION (MBA)

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

Google Ads & Google Analytics

Facebook & Instagram Ads

TikTok & LinkedIn Ads

SEO (SEMRush & Moz)

UX & UI Design including CRO

Project Management (Clickup, Asana, Monday, Trello & Notion)

Copywriting

CMS (WordPress & Elementor)

Email Marketing (Salesforce & Klaviyo)

Adobe Photoshop (Advanced)

Adobe Illustrator (Advanced)

Adobe Xd & Figma (Advanced)

Adobe Premier Pro

HTML + CSS + JavaScript

Data Presentation & Communication

AI Prompt Engineering

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

### 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. Some of my responsibilities included:

- Built and maintained strong client relationships, acting as the main point of contact between the company and up to 30 clients simultaneously.
- Planned, created and executed Google, Meta, LinkedIn, TikTok and Email marketing campaigns for new clients a week after onboarding including conversion tracking and via GTM and GA4.
- Transformed campaign data into clear, actionable insights, delivering performance reports that directly informed campaign optimisation and improved the overall ROAS.
- Designed and oversaw A/B testing and other conversion optimisation efforts to improve the efficiency and effectiveness of marketing campaigns.

#### Highlights:

- Launched a new DTC brand within two months, overseeing end-to-end website development, branding, UX, copywriting and advertising to deliver a full digital presence on a tight timeline.
- Ran multiple organic Instagram giveaway campaigns that increased the brand's following by 1,500+ users in three months and generated strong engagement and community buzz around the product launch.
- Consulted with an e-learning brand to design and implement a CRM, email marketing system, and sales automation process, enabling them to scale and streamline client acquisition.
- Successfully upsold 13 clients into additional service packages, contributing to overall business revenue growth and stronger client retention.
- Generated a high volume of leads for a driving school client that the business was forced to temporarily pause ads in order to manage their demand.
- Drove scalable growth for a health supplements brand by leveraging UGC and Meta ads to achieve a 5.3 ROAS. Increased monthly sales, return customer rates, and recovered abandoned checkouts through targeted email and SMS marketing.

### 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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### 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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### P R O F E S S I O N A L   E X P E R I E N C E



#### DIGITAL MARKETING MANAGER

Metric Marketing, Adelaide - Australia

Dec 2020 - Jul 2021

Metric is a boutique full-service marketing agency servicing clients such as BHP, Charter Hall, Lendlease, and Knight Frank. In this role as the Digital Marketing Manager, I led the agency's digital department, managing strategy, client relationships, and campaign execution. Some of my responsibilities included:

- Developed digital marketing strategies tailored for high-profile property and mining clients, balancing brand awareness with lead generation.
- Collaborated with the design team to develop on-brand creative assets for digital use, with a focus on motion graphics ads.

#### Highlights:

- Collaborated with ICD Property to launch Market Square, a \$400M real estate project in Adelaide, by crafting targeted marketing campaigns to support office space pre-sales.
- Assisted the marketing launch of the Riverlea development in the North of Adelaide, helping sell out the first residential land release through a multi-channel campaign across digital, print, and signage.
- Drove strong early interest in a rural property launch, generating 150+ qualified leads in the first two hours for a cattle farm entering the market, using precision-targeted Meta ads and a high-converting landing page and an email marketing campaign.



#### DIGITAL MARKETING SPECIALIST

The Career Academy, Melbourne - Australia

Nov 2018 - Dec 2020

The Career Academy is an international online education provider offering industry-recognised courses across Australia, New Zealand, and the UK. In my role, I was responsible for lead generation and campaign management across multiple digital channels, supporting both sales and brand teams. Some key highlights from this role included:

- Designed and maintained marketing assets including EDMs, downloadable info packs, and WordPress web content.
- Collaborated with the sales team to design and develop high-converting marketing campaigns aligned with revenue targets.
- Designed, developed, and scheduled engaging social media content for Facebook and LinkedIn, including sourcing UGC and preparing reports to inform future content strategy.
- Helped expand the company's footprint across Ireland and the UK, while supporting the launch of new operations in Singapore and South Africa.

### P R O F E S S I O N A L   C E R T I F I C A T I O N S

#### GOOGLE ADS SEARCH CERTIFICATION

Google, 2021

#### META CERTIFIED DIGITAL MARKETING ASSOCIATE

Facebook, 2021

### C O N T A C T



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Adelaide, Australia

### I N D U S T R Y E X P E R I E N C E

#### eCommerce

Developed performance marketing strategies for DTC brands, driving revenue growth through paid ads, email marketing, and UGC.

#### Real Estate & Property Development

Created high-converting landing pages and drove qualified leads through Google Ads, display remarketing, and location-targeted campaigns.

#### Education & eLearning

Generated qualified leads through Google and Facebook campaigns, while increasing customer lifetime value via CRM automation.

#### Events & Expos

Drove exhibitor sales and attendee registrations through LinkedIn lead gen, Facebook retargeting, and high-converting landing pages.

#### B2B Services

Managed paid campaigns for service-based businesses including driving schools, consultancies, and niche professional services, optimising for high-quality lead generation and conversions.