ABHISHEK BAKSHI

DIGITAL MARKETING & GROWTH HACKER

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New Delhi, India



EXPERIENCE

AGM - MARKETING

AskCrypto (Crypto & Block Chain Technology)

m 02/2017 - Present **♀** Remote

Roles & Responsibilities:-

- · Coordinating efforts across different digital media channels to drive optimization.
- Implementing bid and budget management and keyword builds.
- · Pulling and analyzing weekly, monthly and quarterly reports.
- Evaluating paid media strategies and set best-in-class practices on key platforms like Facebook and YouTube.
- Tracking and reporting budget pacing, account performance and project tasks.
- · Analyzing click-through rates, conversion rates, ROAS, ROI, CPL, CPA,
- Evaluating key area trends and developing/implementing innovative programs/improvements.
- · Driving sales focused campaigns to improve company's online business.

DIGITAL MARKETING HEAD

Mediajackers (Accquired by AMPLIFIUM)

Roles & Responsibilities:-

- Recruit and Train Online Marketing teams to implement online promotions especially in the area of search.
- Design and implement large scale Adwords campaigns.
- Evaluating customer research, market conditions and competitor data.
- Architect and implement graphics and web Development, Design, Strategy, Analytics and SEO Structure.

DIGITAL MARKETING MANAGER

Country Inn & Suites by Radisson Group

Roles & Responsibilities:-

- Devising strategies to drive online traffic to the company's website.
- Tracking conversion rates and making improvements to the website.
- Utilising a range of techniques including paid, organic & social media.
- · Responsibility for planning and budgetary control of all digital marketing platforms.

MARKETING SKILLS



PAID & MEDIA BUYING

Google AdWords, Facebook Advert, Programmatic Ads, Affiliate, OmniChannel



ORGANIC GROWTH

SEO, Content Marketing, YouTube Rankings, Social Media, Referral Traffic



ANALYSIS & CONVERSION

Traffic Analysis, Funnel Tracking, Goal Optimization, Strategy & Research, etc.

ACHIEVEMENTS

Medicover Fertility

[₩] 02/2017 - 05/2020 **9** Gurgaon, India

20 times growth in Business in 12 months through digital marketing skills.

 Raised Business from 11,000 USD to 220,000 USD every month Single Handedly.

Country Inn & Suites

Sold out all inventory to International travellers through digitally in Off Season.

 Almost made the profit of 450,000+ USD & awarded as the Best Hotel of the Year.

MARKETING TOOLS

SEM/SEO/Automation/Analytics

· Adobe Suite, SEMrush, Moz, Ahrefs, SpyFU, UberSuugest, AnswerThePublic, Adbeat, Salesforce, Zoho, Mailchimp, Google Analytics, Piwik, Act-On, Marketo, HubSpot, Keywordtool.io, Similar Web, Alexa Web Tool, HotJar, GeoRank, Screaming Frog, TextOptimizer, etc.

> CY Enhancy Powered by

ACADEMIC BACKGROUND

Digital Marketing Professional Course

Columbia Business School

GPA 5.0 / 5.0

Bachelor of Business Administration

MD University

GPA 5.0 / 5.0

STRENGTHS



Go-Getter

20+ recognitions have taught me that with persistence, one can achieve anything.



Growth Hacking

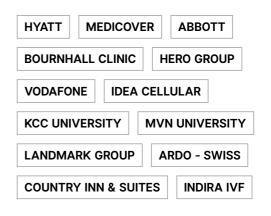
Lead the creation and execution of 10+ campaigns that got huge potential traffic with conversion in no-time.



Creative Thinking

With the support of multimedia background, my skills have got developed to design campaigns differently with high engagement.

MAJOR CLIENTS



TECHNOLOGIES

