

ABHISHEK BAKSHI

DIGITAL MARKETING & GROWTH HACKER



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📍 New Delhi, India

EXPERIENCE

AGM - MARKETING

Medicover Fertility (Medicover Group)

📅 02/2017 - 07/2018 📍 Gurgaon, India

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, etc.
- Evaluating key area trends and developing/implementing innovative programs/improvements.
- Driving sales focused campaigns to improve company's online business.

DIGITAL MARKETING HEAD

Mediajackers (Acquired by AMPLIFIUM)

📅 11/2014 - 01/2017 📍 Gurgaon, India

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

📅 09/2011 - 10/2014 📍 Delhi, India

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 - Ongoing 📍 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

📅 04/2012 - 08/2014 📍 Delhi, India

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, UberSuuggest, 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.

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

HYATT

MEDICOVER

ABBOTT

BOURNHALL CLINIC

HERO GROUP

VODAFONE

IDEA CELLULAR

KCC UNIVERSITY

MVN UNIVERSITY

LANDMARK GROUP

ARDO - SWISS

COUNTRY INN & SUITES

INDIRA IVF

TECHNOLOGIES

PHP/Wordpress/Magento

HTML

CSS

Photoshop

Javascript

Illustrator

Corel Draw

In-Design

Adobe Premiere Pro

After Effects

SoundBooth

Dreamweaver

Flash