

ABHINAV SINGH

DIGITAL MARKETER

CONTACT

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SKILLS

Facebook Ads
Google Ads - Search and Display Campaign
Google Analytics
Digital Advertising
SEO (On Page Techniques)
Email Marketing
Project Coordination
Communication Skills
Content Management
Social Media Marketing
ClickFunnels, WordPress and Canva

EDUCATION

Bachelor of Science in Information Technology

2019 - 2022

Shree Ramswaroop Memorial University Lucknow

CERTIFICATES

Google Search
Google Analytics
Google Ads Display
Video Ads

PROFILE

Results-Oriented Digital Marketing Specialist with a 6-month internship followed by 6 months of full-time experience at a EdTech start-up. Skilled in creating compelling content and analysing user engagement data to enhance digital marketing efforts. Eager to leverage my expertise to contribute to the growth of an innovative and creative company.

WORK EXPERIENCE

Digital Marketing Specialist

Mudita, Malad

August 2023 - Current

- Ran targeted Facebook and Instagram ad campaigns** to generate high-quality leads for the programs, achieving a superior lead conversion rate, boosting program enrollments.
- Analysed user interaction data** using tools like Google Analytics to refine marketing strategies and improve user engagement by **15%**
- Conducted email marketing campaigns** that achieved a **40%** open rate and **20%** click-through rate
- Implemented SEO strategies** that improved the search engine ranking of program-related content, resulting in an increase in organic traffic by **15%**
- Developed content and managed social media channels** for 5 different educational programs, significantly increasing engagement rates by 10% within 6 months

Digital Marketing Intern

Mudita, Malad

April 2023 - August 2023; 5 Months

- Assisted in the planning and execution of digital marketing campaigns** under the guidance of senior marketers, contributing to a 10% increase in overall campaign efficiency.
- Worked with WordPress and Clickfunnels** to manage and optimise content for the company's websites, improving layout and user engagement by 20%
- Supported the team in the collection and analysis of customer data** to better understand audience behaviour and preferences, which informed more targeted marketing strategies.
- Helped coordinate and monitor social media contests and promotions** to increase brand awareness and engagement among target demographics groups.
- Ran a WhatsApp campaign using Aisensy**, effectively leveraging the platform to increase direct engagement with users and promote our educational programs.
- Managed large amounts of data using Excel**, ensuring high-quality outputs for campaign tracking and optimization, which supported data-driven decision-making.