

ABHISHEK KUMAR SHARMA

(DIGITAL MARKETING MANAGER)

Near Old Ara machine,
Rangamati, Sindri,
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EXPERIENCE

Freelancing, — *SEO Expert*

Nov 2015 - Nov 2017

Create & implement successful search marketing strategies to enhance the business objectives (improve keyword position, online branding, web traffic improvement, conversation optimization) of various brands through organic ranking on the search engine pages.

SiteSence-US-offsite —Digital Marketing Manager

Nov 2017 - Sept 2020

Plan and execute all digital marketing, including SEO/SEM, marketing, CRM, database, email, social media and display advertising campaigns. And Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, social media, lead generation campaigns, copywriting, performance analysis.

Faculty Recruitment Service —IT Head

Jan 2020 – Jun 2020

Responsible for the overall digital marketing planning & strategizing for the company

POJ Furniture, Dhanbad —Digital Marketing Manager

Apr 2021 – March 2023

As Digital Marketing Manager, I have responsibility to do e-Commerce marketing activities including but not limited to planning and development of campaigns, promotional activities, offline and online marketing initiatives, website content, SEO/SEM, PPC and creative material, etc. in collaboration with the marketing and sales team. And Contribute to the growth and profitability of the business by developing long-term marketing strategies and short-term category-specific marketing plans for e-Commerce.

Akhand Jyoti Eye Hospital, Saran—Digital Marketing Manager

Feb 2023 – Present

- Develop and execute comprehensive digital marketing strategies that align with overall business goals and objectives.
- Manage the company's digital marketing campaigns, including email marketing, social media, PPC advertising, and SEO.
- Collaborate with cross-functional teams to ensure consistency and integration of messaging across all channels.
- Analyze and report on the effectiveness of digital marketing campaigns, using data to make informed decisions about optimization and budget allocation.
- Stay up-to-date on the latest digital marketing trends and technologies, and identify opportunities to incorporate them into our marketing strategies.
- Manage a team of digital marketing professionals to help them achieve their goals.
- Collaborate with external agencies and vendors as needed to support digital marketing efforts.
- Manage the digital marketing budget and ensure that spending is optimized to achieve maximum ROI.

SKILLS

- SEO/SEM
- Google Analytics
- Google Search Console
- Google Ads
- Facebook Ads
- Website Design
- GMP Ranking
- WordPress
- E-com Management
 - Flipkart
 - Amazon
 - Ali Baba
 - Moglix
 - IndiaMart
- Multitasking
- Team Management
- Teamwork
- MS Office

PROJECT

Kveta's Natural Healing Centre-
Website Redesigning &
SEO/SEM, Website maintenance

Brewtime -SEO/SEM GMP
Ranking, SSM, Website
maintenance

Claire Beauty Supply Salon-
SEO/SEM, GMP Ranking.
Website maintenance

Able Maids Ltd.-SEO/SEM, GMP
Ranking. Website maintenance

LANGUAGES

Hindi, English

EDUCATION

Mother Tressa High School,
Sindri - HSC
2014 -2015

Dr SPM Collage, Sindri - SSC
Apr 2015 - Mar 2017

BBMK University, Sindri - BSC
(Physics Honors)
Apr 2017- Dec 2020