

# ABHISHEK KUMAR SHARMA

(Digital Marketing Manager)

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## OBJECTIVE

I have a total of 6 years' experience in Digital Marketing, I'm looking for a new job. And work for an organization that provides me the opportunity to improve my skills and knowledge to grow along with the organization's objective.

## WORK EXPERIENCE

### Freelance - SEO Expert

(Worked as freelance for more than 1 year)

### SiteSense - Digital Marketing (Marketing manage) - US Based

November 2017 to September 2021 (Worked remotely on the night shift)

### Faculty Recruitment Service - (IT Head)

January 2020 to June 2020 (only for 6 months) remote work

### POJ FURNITURE - (Digital Marketing Manager) - Dhanbad

April 2021 to Current working

## Best SKILLS

- ✧ Web designing
- ✧ Brand Marketing
- ✧ Product marketing
- ✧ Promoting Business
- ✧ Business Development
- ✧ GMB
- ✧ SEO
- ✧ Flipkart Product Marketing
- ✧ Amazon Product Marketing
- ✧ Ali Baba Product Marketing
- ✧ SMM
- ✧ PPC
  - AdWords
  - Facebook ads
  - Instagram ads
  - YouTube
  - LinkedIn

## SKILLS (Previous works which i completed)

|  |   |
|--|---|
| <b>Research</b>                            | Primary and secondary data collection, data analysis using descriptive statistics, linear regression, preparing research reports                              |
| <b>Content Writing (Basie)</b>             | Academic Writing, Web Content Writing, Content curation, Formatting articles, Description Writing, FB Post Writing.   |
| <b>Soft Skills</b>                         | Enthusiasm to learn, Self-organized, Good Logical, and Decision-Making Skills, Good Inter-personal Communication Skills                                       |
| <b>Web Development (Basie)</b>             | Basic knowledge of HTML, CSS, PHP, MySQL, Bootstrap, cPanel, Web Optimization, CMS – WordPress  |
| <b>WordPress (Expert)</b>                  | Advance user, developed many blogs and corporate websites, worked with various themes and plugins and capable of customizing themes, design and functionality |
| <b>Search Engine Optimization (Expert)</b> | On/Off Page SEO, Keyword Research, Link building, Performance Tracking  |
| <b>Search Engine Marketing (Expert)</b>    | Ability to create and publish ads using Google AdWords, collaborating with Third-party Ad Networks to publish affiliate ads, Performance tracking             |
| <b>Social Media Marketing (Expert)</b>     | Capable of developing social media strategies and promoting products and content using Facebook, twitter and other social networks                            |
| <b>Email Marketing (Basie)</b>             | Capable of aggregating emails, building and segmenting email lists, designing email templates and strategizing email campaigns                                |
| <b>Affiliate Marketing (Medium)</b>        | Ability to collaborate with Ad networks and E-commerce Affiliate programs to run ads on a website   |
| <b>Web Analytics</b>                       | Google/Bing Analytics, Webmaster Tools, Facebook Pixel, etc.  |
| <b>Graphic Design (Basie)</b>              | Creating sliders, banners, ads, images for web as well as corporate flyers, brochures, letterheads, business cards for print using Adobe Photoshop, Canva.    |

## Other SKILLS

- ✧ MS Word, MS Excel, MS Power Point
- ✧ Internet Surfing
- ✧ E-com Business
- ✧ Graphics designing (BAISE)
- ✧ Windows XP, Windows 7, Windows 10, Windows 10

## EDUCATION

- ✧ B.Sc. from Sindri Collage Sindri Jharkhand (2017-2020)
- ✧ 12th from JAC Board Jharkhand in 2017
- ✧ 10th from JAC Board Jharkhand in 2015
- ✧ Digital marketing Course (From Google)
- ✧ Advances IOS and Android Ethical Hacking Course (From Udemy)

## STRENGTH

- ✧ Ability to lead
- ✧ Self-motivated, self-learner, result oriented approach
- ✧ Team Spirit, Self confidence
- ✧ Quick adaptive to new environment

## PERSONAL DETAILS

|                 |  |
|-----------------|--|
| Date of Birth   | 10 <sup>th</sup> – February - 2001                       |
| Father's Name   | Basant Kumar Sharma                                      |
| Address         | Near old ara machine Rangamati Sindri, Dhanbad Jharkhand |
| Gender          | Male   |
| Nationality     | Indian   |
| Languages Known | English, Hindi   |

### Declaration:

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Place: Jharkhand

**Abhishek Kumar Sharma**

