

Mr. ABHISHEK THAKUR

Sr. Digital Marketing Executive & IT

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Intending to build a career with leading corporate of the Hi-tech environment with committed and dedicated people, which will help me to explore myself fully and realise my potential. Willing to work as a key player in challenging & creative environment

WORK EXPERIENCE

Date of Joining June 2021

Sr. Digital Marketing Executive & IT at HLP Group, Chandigarh

- Making Good Strategy for Google ads & FB Ads.
- Developed and implement the new strategy for improving product marketing.
- Reviewed the continuously customer Feedback and work on improvement.

ORGANIZATIONS & PRODUCTS

Since the time of inception in 1997, Home and Land Planners (HLP) Group has been a leading real estate development company in the Region. Over the years we have excelled as an evolutionary leader in both the residential and commercial domains. We strive to deliver the projects with incredible views, close proximity to important hubs, mindful designing while creating sufficient space at an unprecedented pace. The Facilitation service of HLP group has been radically improving the standards by creating state-of-the-art realty and infrastructure projects..

JOB PROFILE

- Develop and manage Google & Facebook campaigns and Generate Good Business Leads.
- Manage the organization's website.
- Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, LinkedIn, Google Plus, etc
- Track the website traffic flow and provide internal reports regularly
- Attend networking events and product launches.
- Identify new digital marketing trends and ensure that the brand is in front of the industry developments.
- Work on SEO of the website pages.
- Edit and post content, videos, podcasts, and audio content on Social media.
- Promote the company's products and services in the digital space.
- Execute social media efforts to improve KPIs, likes, shares, tweets, etc.
- Creating and executing SMS, and email-based marketing campaigns.

Date of Joining Nov. 2020 - June 2021

**Digital Marketing Executive at Keva Kaipo Industries Pvt. Ltd.
Ludhiana**

ORGANIZATIONS & PRODUCTS

Keva Kaipo Industries Pvt. Ltd. provides an opportunity to explore your potential & achieve your dreams of 'Health & Better living' with the help of Direct selling business plan & versatile range of products.

EDUCATION

Jan, 2021 - 2022

Pursuing PDDM (Professional Diploma in Digital Marketing)

NMIMS GLOBAL ACCESS-SCHOOL FOR CONTINUING EDUCATION

July 2015 - 2019

B-Tech (Electronics and Communications Engineering) With 62 %

CT Institute of Engineering, Management & Technology
Punjab Technical University.

March 2013 - 2015

12th (science) With 56 %

Govt. Sr.Secondary School Badaran
HP Board of School Education.

March 2013

10th With 70 %

Govt. High School Hathol
HP Board of School Education.

SKILLS

- Digital Marketing
- Key Skills: Proficient in hardware platforms like Arduino and Raspberry Pi.
- Installations of windows and Linux
- HTML, CSS (Good)
- Python(intermediate)
- MS Excel, MS PowerPoint, MS Word
- Google trend, Google tool, Sem Rush etc.
- WordPress , Canva, Facebook ads, google ads
- Anaconda, Spider, Jupyter, sublime, visual studio code (for programming)

REWARDS

- 1st price for the Best volunteer in (NSS) National Service Scheme 10+2.
- 1st position in WEBSITE DESIGNING at Managing Innovations in Science & Technology – 2018
- 1st position in PowerPoint presentation (event Learn from Google).

EXTRA-CURRICULAR ACTIVITIES

- Organizing College Festival during Graduation.
- Organizing tech-fest (2018) during graduation.
- Organizing Himachal day 3 times (2017,18,19) during Graduation and handling more than 500 students.

WORKSHOP/TRAINING

- Two-month training on Python at TIB Academy Bangalore. (1st Jan 2020 to 20 Feb 2020)
- Six Months of Industrial training on PCB Designing from Mumbai.
- Six Week industrial training on the Internet of Things with Embedded Linux and Raspberry pi 3 at NETMAX TECHNOLOGIES PVT. LTD. (1 June to 10 July 2017)
- Four day's workshop on Arduino at IIT Delhi (21 October to 24 October 2016)

PROJECT'S

- Bluetooth car control by Mobile. (using Arduino Uno)
- Control Room Lights with Mobile (Make Smart Home using Arduino Uno)
- Smart fire detection system using a camera with open CV and python code.
- Smart Mirror with voice control using raspberry pi 3b plus. (Final project in B.tech)
- A Study on Impact of SAMSUNG brand image on customer loyalty (Market research)

STRENGTH

- Strong leadership and motivational skills.
- Ability to handle pressure.
- Never give up, I give my best in my work

DECLARATION

I hereby declare that all the information furnished above is true, correct and complete to the best of my knowledge and belief.

Date: __/__/____

Signature: _____