

ABHAY PRAKASH

DIGITAL MARKETING & CLIENT ENGAGEMENT SPECIALIST

Contact

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Skills

- Digital marketing
- Social Media Marketing
- Requirement Gathering
- Google Analytics
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Project Management
- Campaign Management
- Graphic Design
- Client Relationship Management
- Team Management

Technical Skills

- Core Java
- Adobe Photoshop
- Microsoft office Suite (Word, Excel & PowerPoint)
- Internet Applications

Certifications

- Google Ad Word and Google analytics Certification Course
- NSE Certified
- Ethical Hacking & Information Security — Kyrion Digital Services
- Advance Diploma in Computer Application
- Course on Madhubani painting - traditional painting of Bihar

About Me

Technically inclined Digital Marketing professional, expert in developing & executing integrated digital marketing campaigns to maximize customer's online engagement and company's brand positioning

Graphics Design Specialist with proficient experience in the field of photography, employing Strong analytical and problem solving skills with an ability to translate data into action in communications management domain

Notable Accomplishments

- Increased Madhurya website traffic from **150 to 600** around **75% increment**
- Successfully completed and prepared a report on **"Online Auction of Secondary Products"**
- Achieved the target of **300 vendors listing** providing allied services in Delhi NCR region
- Achieved monthly target to collect the business subscriptions of **25+per month**

Academic Credentials

- MBA in Marketing & IT** 2017
Sri Sri University, Cuttak
- BBA in Marketing** 2014
Usha Martin, Ranchi

Career Transition



Project-IBS Client

Drove project to fruition through superior customer engagement and enhanced website traffic and revenue by strategically making use of all aspects of digital and social media marketing roadmap

Professional Experience

Digital Marketing Manager | Sketchthephotos.com | Jan.2021-Present

- Creating, developing and implementing social media marketing and customer engagement strategies for lead generation
- Managing marketing content for social media, reporting activities and results to Global Marketing Management team
- Handling the team of graphic designers, video editors, content creators and social media executives for drafting content for website and social media platforms
- Scheduling meetings with clients to discuss expectations for achieving desired outcomes
- Overseeing all daily business operations to ensure they achieve the desired outcomes and adhere to the overarching strategy and objective
- Accountable for managing internal and external client escalation
- Responsible for Relationship Management with vendors, freelancers, clients and internal teams

Digital Marketing Head | Bodycraft | Dec.2019-Dec.2020

- Successfully spearheading all ad campaigns on social media platform to increase the leads by implementing customer engaging strategies
- Developed & presented strategic & measurable plans in sync with client's marketing objectives
- End-to-End management of all social media channels
- Managed operational system and process to support & generate business/ business leads online
- Worked closely with teams like Search, Social Media, content creation and Web Analytics to improve SEO efforts
- Accountable for Website Designing and Management
- Worked on Graphic Designing includes banners, catalogs, brochures, posters and advertisements
- Conceptualized the visuals based on design briefs and clients' requirements

Digital Marketing Sr. Executive | Sumeru | Jan.2019-Nov.2019

- Monitored the growth of Madhurya's website by executing continuous SEO & SEA efforts (on-page & off page) by capturing the appropriate social data/metrics, insights BI best practices
- Evaluated the websites performances through constant monitoring of incoming traffic Performed affiliate marketing on various digital products of third party sites
- Identified target audiences and reached them online through various campaigns
- Carried out numerous promotional activities like, Lead Generation, SEM (Google AdWords), Email Marketing, Content Marketing, SMM, SEM, and Advertising on third party sites etc.
- Identified key business requirements and provided advanced digital marketing solutions to maintain the company's value & scope at competitive market
- Ensured digital marketing plans are implemented and documented effectively and accurately within deadlines

Digital Marketing Executive | Madhurya | Jun.2017-Dec.2018

- Planned and executed the most suited SEO, SEM, Email Marketing and SMM strategy for projects and a variety of company owned and managed websites
- Assisted in technical and marketing Strategies development for search engine improvement
- Identified key business needs through rapid prototyping, wireframe designing, market research, competitive positioning, prioritizing feature requests and nurturing product / website backlog
- Delivered support to senior manager in establishing and executing campaign strategy

Intern | Addabooking.com | May.2016-Nov.2016

- Analyzed market fluctuations and performed competitor analysis while generating business and sales growth
- Harmonized with existing as well as potential customers and defined high standard service norms for clients
- Enhanced business profitability by identifying streams for revenue growth & developing marketing plans while considering and developing consumer preference

Intern | SAIL | May.2014-Nov.2014

- Assisted the company to acquire new customers and manage ambiguity arise in sales information
- Analyzed the bidding process of scrap products and the invoicing and dispatching process online
- Developed business opportunities through active customer engagement and recognizing new sales leads

Intern | BT News Broadcasting | Feb.2012-Apr.2014

- Involved in promoting strategies to establish the brand presence in the market
- Drove marketing of subscription of newly launched "Main Issue" magazine in Ranchi
- Tracked organizational performance; conducted ratio analysis, and organized workshops