

ABHIN DAS K

Digital marketing manager

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DETAILS

Driving license

Yes

Nationality

Indian

Date / Place of birth

30/09/2004

Pavarrty

PROFILE

As a Digital Marketing Manager with experience managing digital marketing campaigns and a proven track record of success, I am skilled in Google Analytics, Content Creation, and SEO Copywriting. I have leveraged my expertise in Adobe Creative Suite and Social Media Management to drive brand awareness and engagement. Additionally, my proficiency in Email Marketing and Google Adwords has helped me optimize campaign performance and generate leads. I am passionate about staying up-to-date with industry trends and utilizing data-driven insights to develop effective marketing strategies. With a strong desire to continue honing my SEO skills and drive organic traffic, I am excited to tackle new marketing challenges and contribute to the success of a dynamic organization.

EMPLOYMENT HISTORY

Digital Marketing Manager, Tata iOS

MARCH 2027

Currently working as a Digital Marketing Manager at Tata iOS, where I am responsible for developing and implementing digital marketing strategies to drive brand awareness and customer engagement.

- Manage and oversee all digital marketing activities, including email marketing, social media management, and content creation.
- Utilize data analytics and market research to identify target audiences and optimize marketing campaigns.
- Collaborate with cross-functional teams to develop and execute marketing initiatives that align with business goals.

Digital Marketing, Amazon

APRIL 2025 – DECEMBER 2027

Worked as a Digital Marketing professional at Amazon, where I gained valuable experience in executing digital marketing strategies and campaigns.

- Managed and optimized email marketing campaigns to drive customer engagement and increase conversions.
- Utilized social media management techniques to enhance brand visibility and engage with customers.
- Contributed to the development and execution of digital marketing campaigns to promote products and services.

EDUCATION

BCA, Bharathiyar University

SKILLS

Digital Marketing

Content Creation

Adobe Creative Suite

Google Analytics

SEO Copywriting
