

# ABHISHEK RAJ

## Senior Digital Marketing & Brand Development Specialist

Bangalore, India • [+91 7903035351](tel:+917903035351) • [abhishekrjwin40@gmail.com](mailto:abhishekrjwin40@gmail.com) • [linkedin.com/in/iolen](https://www.linkedin.com/in/iolen) • [behance.net/abhishekrjwin40](https://www.behance.net/abhishekrjwin40)

### PROFESSIONAL SUMMARY

Results-driven Digital Marketing & Brand Development Specialist with 5+ years of experience solving business challenges through strategic brand development, multi-channel marketing, and digital transformation. Skilled in building brand identity, managing campaigns, and implementing data-driven strategies. Successfully executed a ₹1.5 Cr in-house brand consolidation project, achieving 450% growth in digital presence and 90% reduction in development costs.

### SKILLS

- **Marketing & Strategy:** Digital Transformation, Brand Development, Campaign Management, Market Positioning
- **Technical Skills:** HTML/CSS/JS/PHP, Adobe Creative Suite, Google Analytics, QR Generation Systems
- **Tools:** Google Ads, Social Media Platforms, SEO Tools, WordPress, Content Management Systems
- **Deployment:** Website Development, Cross-Platform Integration, Dynamic QR Systems, Digital Infrastructure

### WORK EXPERIENCE

#### Senior Executive – Digital Marketing & Brand Strategy

Oct 2023 - Present

Cropnosys (India) Private Limited

- Led the digital consolidation and rebranding of 3 business entities under JT Crop, increasing digital presence by 450%.
- Independently executed a ₹1.5 Cr digital infrastructure project, reducing external development costs by 90%.
- Created a custom web-based QR link management system enabling traceable, dynamic linking for company products.
- Generated multiple high-value B2B leads via LinkedIn and inbound campaigns, facilitating potential million-dollar partnerships.
- Authored comprehensive brand guidelines for multiple business verticals under JT Crop, establishing consistent identity.
- Managed domestic product processes, including designing labels, brand name selection, and trademark processing.
- Created Google Business and Microsoft Business profiles to enhance search engine visibility and map presence.
- Developed standardized templates for letterheads and dozens of professional presentations across all business verticals which presented across the globe to companies like Corteva, BASF, UPL.
- Created impactful brand representation for international exhibitions including Chemspec Europe and CAC Shanghai.
- Developed branding strategies for patented Non-Crop Bio Solutions that helped in potential collaborations with South Africa, Gujarat, Goa, and Madhya Pradesh governments.
- Revamped B2C product branding for Cropnosys and generated ₹20L+ in B2B sales for its subsidiary Pot and Bloom through design-driven marketing.
- Avoided a ₹40L video marketing expenditure by executing successful organic branding strategies and high-impact visuals in-house.

## Brand & Digital Marketing Consultant

Mar 2019 - Sept 2023

Freelancer

- Delivered 35+ custom websites across various industries: E-Commerce, Real Estate, LMS, and SaaS platforms.
  - Produced 1900+ professional graphics and 180+ videos for client campaigns and branding initiatives.
  - Collaborated with international clients including PwC Dubai to enhance product display and advertising strategies.
  - Designed and implemented comprehensive digital marketing strategies resulting in measurable ROI improvements.
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## EDUCATION

### MBA in Finance and Marketing

2022 – 2024 | SGPA: 7.4

YBN University | Ranchi

- Conducted many research reports and analysis of FMCG and Service based companies.

### Bachelor of Technology in Mechanical Engineering

2018 – 2022 | SGPA: 7.9

Chaibasa Engineering College | JUT, Ranchi

- 2 times hosted and become Team Lead in Annual Cultural Fest leading a team of 20+ members.
  - Started design and marketing services from the first year of engineering.
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## CERTIFICATIONS

### Google Digital Marketing & E-Commerce Certification

2023

## PROJECTS

### Dynamic QR Link Management System

- Built a PHP-based link shortener and QR generator similar to Bitly, supporting unlimited QR generation.
- Implemented dynamic tracking and analytics features for marketing campaign measurement.

### Multi-Brand Digital Consolidation

- Strategized and executed complete rebranding for 3 business entities under a single parent company.
- Developed and launched 15+ regional websites with consistent brand identity and SEO optimization.

### B2B Lead Generation System

- Created an automated digital funnel for capturing and nurturing high-value business leads.
  - Integrated with CRM systems for seamless lead management and conversion tracking.
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## ADDITIONAL INFORMATION

- **Languages:** English, Hindi
- **Leadership:** Led a 20+ member team in annual college cultural fests and 5+ members in Professional career.