

ASHISH PANT

DIGITAL MARKETING

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WORK HISTORY

Digi Analytic | Digital Marketing Agency

Jan 2021 - June 2024

- Plan, create, and manage paid advertising campaigns on platforms such as Google and Facebook Ads.
- Research, identify, and reach out to potential customers on LinkedIn sales navigator
- Collaborate with the creative team to create compelling ad copy and design engaging visuals or videos that resonate with the target audience and drive conversions.
- Managed multiple clients' social media accounts. Assisted in creating and scheduling social media content.
- Conducted keyword research and analysis for SEO strategies.
- Develop websites using template-based platforms such as WordPress.
- Create and share engaging daily content, including text, images, and videos that promote the company's brand.

TECHNICAL SKILLS

- Social Media Management
- Advertising (PPC / Meta)
- Search Engine Optimization
- Google Analytics / Search Console
- Premiere Pro / After Effects / Capcut
- Photoshop / Canva
- WordPress
- Lead Generation

PROJECT

Peak Performance Advisors | Consulting website

- Developed a Standard website from scratch using WordPress.
- Made Designs using Photoshop & Canva.
- Make use of Storytelling Skills on the website.
- Optimize the website for all devices.

EDUCATION

Cynthia Sr. Sec. School | Intermediate (PCM)

2019

Graphic Era Hill University | Graduation (BCA)

2023

CERTIFICATION

- Introduction to Digital Marketing Fundamentals Course.
- Facebook Marketing & Advertising.

PORTFOLIO

- Link - <https://shorturl.at/hrxOU>