



## EDUCATION

PGDM-C

**MICA, Ahmedabad**

(2015 – 2017)

Major – Digital  
Communications  
Management  
CGPA: 3.08/4

Bachelor of Technology

**VIT University, Vellore**

(2008 – 2012)

Biotechnology  
CGPA: 8.34/10



## SKILLS

Google Ads  
Microsoft Advertising  
LinkedIn Campaign Manager  
Facebook Ad Manager  
Apple Search Ads  
Outbrain (Native Ads)  
Demandbase (ABM Certified)  
Bombora  
Spyfu  
SEMrush  
Advance Excel



## RESPONSIBILITY

- MICA - Member, Team Interface, Media & PR Wing
- Omni channel marketing of MICA and managing public relations of the institute.
- Successfully trended MICANVAS '15 and TedxMICA nationally.

# Abhishek Gupta

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## Work Experience (6 years and 3 months)

### Position<sup>2</sup>, Inc – Bangalore (Oct '18 – Till Date)

Associate Account Manager at Paid Acquisition Services

- Planning, strategizing, and executing digital performance campaigns based on the client's business objective.
- Plan new initiatives & experiments to explore future growth opportunities.
- Build processes to streamline Optimization, Campaign Management, Analytics activities for the channel portfolio. At the same time design & execute a channel growth plan to expand the business aggressively.
- Handling a team of 3 members to speed-up campaign setup, execution, and reporting.
- Scaled performance for a US hospitality client by 10x, which had a \$200k monthly spend.
- Global expansion for an online collaboration platform with deep funnel optimization with focus on CAC and Payback period.
- Implemented a hyperlocal marketing strategy for a US based dental clinic chain client.
- Omni-channel expansion of Subscription Strategy for Inc. and Fast Company Magazine.
- Account audit and strategy recommendations for the US heavy machinery client.
- Stay abreast of new tools, trends, and best practices in digital advertising; test and evaluate their efficacy in improving scale or effectiveness.

### Jana Small Finance Bank – Bangalore (June '17 – Oct '18)

Business Development Manager at Enterprise Financial Services (EFS)

- Optimized EFS workflow to meet the sales target in the least time and effort.
- Implemented short term solutions, which reduced the loan disbursement time from 10 days to 4 days and boosted the monthly sales from ₹20 crores to ₹30 crores.
- Implemented lead management system for a cross-selling Business loan through collection executives with a projection of increasing sales further by ₹18 crores.
- Implementing Express Top-up Loan (Pre-approved loan) for existing business loan customers with same day loan disbursement.
- Liasoning with Marketing, L&OD, Human Capital, Operations, and IT team to ensure seamless operation of the business.

### Google India Pvt. Ltd. (Internship) – Hyderabad (April '16 – May '16)

Campaign Manager at Global Customer Service for the APAC Region

- Developed an understanding of client strategies to provide optimal advertising solutions by using cross-platform solutions, including Search, Google Display Network, and YouTube.
- Built a pre-election search campaign during the Australian Federal Election of 2016.
- Completed Green Belt Sales Mastery Google Certifications to gain knowledge about the best practices in the digital business world.

### Cognizant Technology Solutions – Bangalore (May '12 – Mar '15)

Programmer Analyst at Quality Engineering and Assurance Dept.

- Handled QE&A for Life Sciences and Communication domain.
- Functional and Validation Testing for Johnson & Johnson and Huawei.
- Received 'Bravo Star Award' for the success of Johnson & Johnson project, 2013



## Accomplishments

### Academic

- First Position, '20 for 20 games' by Betty Adamou, Research Through Gaming, MICA, Ahmedabad
- First Position, 2016 Open Innovation Challenge Competition, University of California Berkeley
- Recipient, Gandhian Young Technological Innovation Award for Best Project Biotech, Ahmedabad – 2013
- Third Position, Young Innovator Programme, IIT Madras, Chennai – 2012
- First Position, 'My Idea Programme,' Vellore Institute of Technology, Vellore – 2011
- Participant, Poster Presentation, World Congress on Biotechnology, Hyderabad – 2011
- Published, Paper on 'An attempt and a brief research study to produce mosquitocidal toxin using Bacillus spp. (VITRARS), isolated from different soil samples (Vellore and Chittoor), by the degradation of Chicken Feather Waste', Research Journal of Pharmaceutical, Biological and Chemical Sciences, Vol. 3(4) – 2012