<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8" />

<meta name="viewport" content="width=device-width, initial-scale=1" />

<title>Akshay – Digital Marketing Portfolio</title>

<style>

/\* Reset & base \*/

\* {

box-sizing: border-box;

}

body {

margin: 0;

font-family: 'Segoe UI', Tahoma, Geneva, Verdana, sans-serif;

background: #ffffff;

color: #0B2545; /\* Navy \*/

line-height: 1.6;

}

a {

color: #FFD166; /\* Gold \*/

text-decoration: none;

}

a:hover {

text-decoration: underline;

}

/\* Container \*/

.container {

max-width: 900px;

margin: auto;

padding: 20px;

}

/\* Header / Hero \*/

header {

text-align: center;

padding: 60px 20px 40px;

background: #0B2545; /\* Navy \*/

color: #FFD166; /\* Gold \*/

}

header h1 {

margin: 0 0 10px;

font-size: 2.8rem;

}

header p {

margin: 0;

font-size: 1.2rem;

font-weight: 600;

}

header .contact-links {

margin-top: 20px;

}

header .contact-links a {

margin: 0 12px;

font-weight: 700;

}

/\* Section Titles \*/

h2 {

color: #0B2545;

border-bottom: 2px solid #FFD166;

padding-bottom: 6px;

margin-top: 60px;

margin-bottom: 20px;

font-weight: 700;

font-size: 1.8rem;

}

/\* About \*/

#about p {

max-width: 700px;

margin: 0 auto 15px;

}

/\* Portfolio \*/

.portfolio-item {

margin-bottom: 30px;

border-left: 4px solid #FFD166;

padding-left: 15px;

}

.portfolio-item h3 {

margin-top: 0;

color: #0B2545;

}

.portfolio-item p {

margin: 5px 0;

}

/\* Demo project button \*/

.demo-button {

display: inline-block;

background-color: #FFD166;

color: #0B2545;

font-weight: 700;

padding: 12px 25px;

border-radius: 4px;

margin-top: 15px;

transition: background-color 0.3s ease;

}

.demo-button:hover {

background-color: #e6c04d;

}

/\* Contact form \*/

form {

max-width: 500px;

margin: 0 auto 40px;

}

form label {

display: block;

margin-bottom: 5px;

font-weight: 600;

}

form input, form textarea {

width: 100%;

padding: 10px;

margin-bottom: 15px;

border: 1.5px solid #0B2545;

border-radius: 3px;

font-size: 1rem;

}

form button {

background-color: #0B2545;

color: #FFD166;

border: none;

padding: 12px 30px;

font-weight: 700;

cursor: pointer;

border-radius: 4px;

transition: background-color 0.3s ease;

}

form button:hover {

background-color: #08304d;

}

/\* Footer \*/

footer {

text-align: center;

padding: 20px;

font-size: 0.9rem;

color: #777;

}

/\* Responsive \*/

@media (max-width: 600px) {

header h1 {

font-size: 2.2rem;

}

header p {

font-size: 1rem;

}

.demo-button {

padding: 10px 20px;

}

}

</style>

</head>

<body>

<header>

<h1>Akshay</h1>

<p>Digital Marketing Specialist<br />Branding | Advertising | Wellness Campaigns</p>

<div class="contact-links">

<a href="tel:+918870756936">📱 +91 88707 56936</a>

<a href="mailto:akshaymraks@gmail.com">✉️ akshaymraks@gmail.com</a>

<a href="https://www.linkedin.com/in/ak-sh-ay-b28986252" target="\_blank" rel="noopener">LinkedIn</a>

</div>

</header>

<main class="container">

<section id="about">

<h2>About Me</h2>

<p>MBA graduate specializing in Marketing with a strong focus on branding, digital advertising, and consumer perception research in health & wellness brands.</p>

<p>Skilled in digital campaign strategy, social media advertising, brand positioning, and marketing analytics to deliver measurable results.</p>

</section>

<section id="portfolio">

<h2>Portfolio</h2>

<article class="portfolio-item">

<h3>Himalaya</h3>

<p><strong>Objective:</strong> Boost brand engagement for wellness product launches.</p>

<p><strong>Strategy:</strong> Leveraged influencer marketing, SEO-driven blog content, and targeted Facebook & Instagram ads.</p>

<p><strong>Results:</strong> Increased social engagement by 65% and improved organic traffic by 50% in 3 months.</p>

</article>

<article class="portfolio-item">

<h3>Dabur</h3>

<p><strong>Objective:</strong> Drive awareness for Dabur's Ayurvedic product line.</p>

<p><strong>Strategy:</strong> Created seasonal campaigns tied to festivals, combined with YouTube ads and email marketing.</p>

<p><strong>Results:</strong> Achieved 45% increase in campaign CTR and 30% boost in conversions.</p>

</article>

<article class="portfolio-item">

<h3>Patanjali</h3>

<p><strong>Objective:</strong> Expand online reach and drive e-commerce sales.</p>

<p><strong>Strategy:</strong> Optimized Google Search Ads, launched health-focused landing pages, and used retargeting.</p>

<p><strong>Results:</strong> Online sales grew by 55% and customer acquisition cost reduced by 20%.</p>

</article>

<article class="portfolio-item">

<h3>Kapiva</h3>

<p><strong>Objective:</strong> Strengthen brand presence in the premium wellness segment.</p>

<p><strong>Strategy:</strong> Collaborated with nutritionists for Instagram Live sessions and implemented influencer partnerships.</p>

<p><strong>Results:</strong> Engagement rate rose by 70% and monthly followers grew by 40%.</p>

</article>

<article class="portfolio-item">

<h3>Zandu</h3>

<p><strong>Objective:</strong> Reinforce heritage brand image with modern digital strategies.</p>

<p><strong>Strategy:</strong> Revamped website UX, launched Google Display campaigns, and curated wellness blogs.</p>

<p><strong>Results:</strong> Website session duration increased by 35% and bounce rate decreased by 25%.</p>

</article>

<a class="demo-button" href="https://bit.ly/demo-advertising-portfolio" target="\_blank" rel="noopener">View Demo Project</a>

</section>

<section id="contact">

<h2>Contact Me</h2>

<form action="mailto:akshaymraks@gmail.com" method="post" enctype="text/plain">

<label for="name">Name</label>

<input type="text" id="name" name="Name" placeholder="Your name" required />

<label for="email">Email</label>

<input type="email" id="email" name="Email" placeholder="Your email" required />

<label for="message">Message</label>

<textarea id="message" name="Message" rows="5" placeholder="Write your message here..." required></textarea>

<button type="submit">Send</button>

</form>

</section>

</main>

<footer>

<p>&copy; 2025 Akshay | Digital Marketing Portfolio</p>

</footer>

</body>

</html>