

ABINANDAN JOSHI

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Career Objective

Seeking for a Digital marketing role in a highly challenging environment where I can making a significant contribution to the success of the company. While i enhance my learning, knowledge and skills.

Education

Bachelor of Science (computer science)

Gulbarga University 80%

12th Standard

Reshmi international school 64%

10th Standard

BVVS high school 80%

Certifications

Certified in Digital marketing & Google analytics

- Completed the Advance analytics course and learnt how to create Acquisition reports, Audience targeting, Custom consumer base. Learned Revenue generation through Re-marketing
- Learned On-page & off-page SEO, Facebook ads, Instagram Marketing, LinkedIn marketing.
- TOOLS** : SEMrush, Mail-chimp, Google Analytics, Canva, AI tools, Google workspace, MS Office.

Google Search Ads & Display ads certification

- Display advertising, Google Ads, Running campaigns and PPC.

Email Marketing & Hubspot Inbound marketing

Projects

Blogging & Analytics

- Created and published my own blog and linked it with Analytics account.
- I have added 5+ posts and analysed the traffic, page views, event counts & Acquisition report, Demographics

Content & Email marketing

- Ran an email campaign with MailChimp and created three different e-mailers for my subscribers.
- Created a monthly social media calendar on how to promote my blog.

SEO Audit & Report

- Conducted an SEO audit for a website and submitted a report on how the website can drive more organic traffic & move up in the ranks of Google search Results.

Skills & Languages

- Digital Marketing
- Content Marketing
- Social media advertising
- Campaign analysis
- Product Marketing
- Communication
- Problem solving
- Attention to detail
- Time management
- Team coordination

- English- Fluent
- Kannada- Native
- Hindi- Fluent