

# ABISHEK R

## DIGITAL MARKETER

### OBJECTIVE

Enthusiastic Digital Marketing Student. Secure a responsible career opportunity to fully utilize my training and skills, while making an outstanding contribution to the success of the company.

### EDUCATION

- **BA English Literature** 2019-2022  
NGM College  
60%
- **12th Standard** 2017-2018  
Siwalik Matric Higher Secondary School  
73.25%
- **10th Standard** 2015-2016  
Siwalik Matric Higher Secondary School  
91.4%

### EXPERIENCE

- **VMax fitness** May 2023 - Nov 2023  
**Digital Marketing Associate**  
**Key Responsibilities**
  - Researching content for Instagram story
  - Posting posts and stories on Instagram
  - Writing captions for Instagram post
  - Generating leads through Instagram story
  - Direct message replies to the leads who enquired for the program
- **Focus Edumatics Pvt Ltd** Aug 2022 - Nov 2022  
**Online Tutor**  
**Key Responsibilities**
  - Preparing lessons as per the grade level
  - Explaining lessons to students as per their knowledge
  - Making students comfortable before starting the lesson
  - Preparing innovative and engaging teaching materials
  - Ability to handle playful students

### CERTIFICATION

- Advanced Digital Marketing certification course from **IIDE** in **KGiSL** Micro College

### CONTACT

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- in linkedin.com/in/abishek-r1999



### SOFT SKILLS

- Optimistic
- Ambitious
- Empathy
- Adaptability
- Self Motivated
- Team Player

### HARD SKILLS

- SEO
- SEM
- SEO Audit
- Wordpress
- Search Ads
- Display Ads
- Canva

### PROJECTS

- **Search Engine Optimization**  
Done a project in on page, off page and technical
- **Search Engine Marketing**  
Done a keyword research for SunNxt and created a campaign in Google Ads
- **Social Media Audit**  
Done a social media audit for SunNxt