

# Abhishek Kumar Jha

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## Executive Summary

Performance Marketing Manager with 14+ years of expertise in Digital Marketing, specializing in SEO, SEM, Paid Media, Social Media Marketing, and Campaign Optimization. Currently leading performance marketing strategies at Bluspring Enterprises Limited (demerged from Quess Corp). Skilled in scaling ROI-driven campaigns, audience targeting, and leveraging analytics to maximize performance. Recognized for client engagement, leadership, and innovative campaign execution.

## Core Competencies

- Performance Marketing & Paid Media (Google Ads, Meta Ads, YouTube)
- SEO & Web Analytics (On-page, Off-page, Technical SEO)
- Campaign Management & ROI Optimization
- Digital Strategy & Competitive Analysis
- Social Media Marketing (Organic + Paid)
- Stakeholder & Client Engagement
- Content Marketing & Brand Awareness
- Data-driven Decision Making

## Work Experience

Performance Marketing Manager | Bluspring Enterprises Limited (Demerged from Quess Corp)

Aug 2024 – Present | Bangalore

- Driving end-to-end performance marketing campaigns across Google Ads, Meta Ads, and programmatic platforms, improving lead generation by 40% YoY.
- Built and executed data-driven SEO & SEM strategies, achieving first-page ranking for high-value keywords.
- Managed multi-channel budgets ensuring maximum ROI and reducing CAC by 25%.
- Collaborated with sales & product teams to align marketing efforts with revenue goals.

- Mentored a team of interns and junior marketers, setting up scalable campaign workflows.

Digital Optimizer Engineer | Sandesh News, Ahmedabad

Oct 2021 – July 2024

- Optimized digital campaigns, boosting engagement by 3X on social platforms.
- Enhanced YouTube Live & social media presence for news broadcasts.

Digital Marketing Expert | Rioconn Interactive – Creative & Digital Marketing Agency, Ahmedabad

Nov 2016 – Sep 2021

- Planned & executed integrated digital campaigns for multiple clients.
- Recognized as 'Rockstar Campaigner' for achieving 8 out of 12 targeted keywords on Google Page 1.
- Handled client strategy, performance reporting, and campaign optimization.

SEO Analyst | SRS Infosoft, Delhi

Apr 2014 – Oct 2016

- Executed SEO strategies to improve organic traffic and visibility.
- Worked on content optimization, link-building, and web analytics.

## Achievements & Certifications

- Rockstar Campaigner Award – Rioconn Interactive
- Increased Sandesh News channel's social media viewership by 3X
- Google Ads Certified
- Google Analytics Certified
- Certified SEO & Digital Marketing Expert (Google)

## Education

- B.E (Computer Science) – IGNOU, 2014
- Diploma in IT – Gujarat University, 2011
- SSC – KV (SAC) ISRO, Ahmedabad, 2007

## **Technical Skills**

- Google Ads, Meta Ads Manager, Google Analytics, SEMrush, Search Console
- Programming: HTML, JavaScript, Java
- Platforms: SEO, PPC, SMM, Content Marketing

## **Personal Details**

Date of Birth: 07th August 1989

Languages: English, Hindi, Gujarati, Maithili