

ABHIJEET SINGH

DIGITAL MARKETING

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SUMMARY

Digital Marketing Specialist almost 3 years in driving brand growth through data analysis strategies. Expertise in SEO, Website Designing, social media management, and Meta campaigns, content marketing. Skilled in SEO Paid tools and Social media management. Passionate about staying ahead of digital trends to deliver innovative solutions.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager , Marketwick Pvt. Ltd. Nov 2024 - Present

- Strategized and implemented on-page and off-page SEO techniques, resulting in improved search engine rankings and increased organic traffic. Designed user-friendly websites optimized for SEO, enhancing user experience and conversion rates.
- Direct communication and end-to-end handling of 4 diverse client projects, aligning marketing strategies with business objectives.
- Led content planning and execution across various platforms, creating high-performing social media posts that boosted engagement and brand awareness.
- Developed and optimized paid ad strategies across Google Ads, Meta ADs and Twitter ADs, driving targeted traffic and maximizing return on ad spend (ROAS).
- Led a team of 9-10 members, fostering a collaborative environment and enhancing team productivity.

Digital Marketing Executive , Easy Solution infosystems (p) ltd Aug 2023 - Nov 2024

- Spearheaded SEO strategies that improved website ranking and organic traffic, achieving growth.
- Led the website redesign project, ensuring an SEO-friendly structure that enhanced user engagement and conversion rates.
- Managed creative direction for social media campaigns, overseeing content production that drove increase in engagement.
- Executed and optimized paid ad campaigns across Google, Meta Ads, LinkedIn. Managed and mentored a team of 15 professionals, ensuring project efficiency, innovation, and performance excellence.
- Conducted competitor analysis and trend research, ensuring digital strategies remain innovative and effective
- Executed and optimized paid tools like SEMrush, Ahref, Moz bar, Ubersuggest.

Digital Marketing Internship, CQS March 2023 - Aug 2023

- Handle the institute website and conduct SEO with ON Page, OFF Page, Technical Page and Google Search Console.

Operations Utilities, EXL Jan 2021 - Feb 2023

- Data Validation Assist in checking the integrity accuracy and structure of the data.
- Optimized validation processes through automation, reducing manual review time and improving overall data quality metrics.

PROJECTS

Lalit Dalmia | Digital Marketing & Meta Ads Specialist

- Executed and optimized **Meta (Facebook & Instagram) lead generation campaigns**, delivering **73 qualified leads** at an average **cost per lead of ₹203** with a **total reach of 48K+**.
- Increased **Instagram reach by 46.5%** and **content interactions by 49%**, generating **14.9K engagements**, with **72% from non-followers** through strategic ad placements and creative content.
- Enhanced **Facebook performance with 561K+ views** and a **147% rise in content interactions**, improving audience engagement and visibility.

ACME Group | Twitter ADS & SMM Specialist

- Generated **1.9K impressions on X (↑81%)** with a **36.6% engagement rate (↑630%)**, driving **716 total engagements** through high-performing content.
- Delivered **9.5K organic views on Instagram (↑15.7%)** and **731 reach (↑47.7%)** in 28 days with zero ad spend, strengthening **organic visibility**.
- Increased audience interaction across platforms with **515 likes, 48 reposts**, and **38.6% growth** in content interactions, improving non-follower discovery.

OnePip | Digital Marketing & SEO Specialist

- **Ranked in top** search results **within 3 months**, driving **92.5% growth in profile visits**, optimizing discoverability through high-ranking keywords.
- **Achieved 8,415 views in 30 days**, with **62.8% from new audiences**, enhancing brand visibility and content discoverability.
- Increased organic reach with **56.7% engagement** from followers and **43.3% from non-followers**, demonstrating effective content strategy and SEO-driven growth.

Prismart Production | SEO & SMM Specialist

- Led the digital marketing strategy for Prismart Production, improving search **visibility with 89.2K impressions** and **618 clicks over six months**. Successfully ranked competitive keywords in SERP.
- Managed and optimized LinkedIn Ads for lead generation, achieving **30 conversions** with a good cost per conversion, **1.08% CTR**, and a budget-efficient campaign.
- Oversaw content strategy and audience growth for multiple YouTube channels, including Happy Tots (**1M+ subscribers**), driving engagement through compelling video content and blog integration.

Easy Solution | Digital Marketing & SEO Specialist

- Boosted organic website traffic by implementing strategic SEO optimizations, achieving **top 1** search engine rankings for high-intent keywords such as **"EMR for Eye", "Eye Care EMR", and "Ophthalmology Software"**.
- Successfully managed and executed **Google Ads campaigns LinkedIn Ads campaigns**, driving a measurable increase in **qualified leads and ROI**.

SKILLS

Search Engine Optimization (SEO)
Pay Per Click (PPC)

Website Designing (WordPress/ Wix)
Social Media Optimization (SMO)

Creative Head
Canva / Adobe Photoshop

EDUCATION

Professional Program in Digital Marketing | CQS, Janakpuri

2021 - 2023

Bachelor of Commerce (Hons) | Delhi University

2017 - 2020