

ABHINAV JHA

ACCOUNT MANAGER - DIGITAL

REACH ME AT:

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WORK EXPERIENCE

Account Manager - Digital

INTERNET MOGULS | MAY 2019 - PRESENT

- Client Servicing (On boarding & Retention)
- Formulating robust 360° Digital Strategies to elevate revenue of the brands
- Leading, monitoring, mentoring and streamlining operations.
- Analyzing Digital Channels & creating strategies to increase digital footprints.
- Pivoted direct revenue up to 5X & generated genuine leads through Facebook for various events.

Digital Marketing Specialist

WINTAGE GROUP OF COMPANIES | JAN 2019 - APR 2019

- Supervised Online Marketplaces, Amazon(Various region), Flipkart & Myntra.
- Promoted through Influencer Marketing, Google & Amazon Ads
- Catalogued on all the marketplaces including Shopify.
- Online Orders Processing through Unicommerce.

Digital Marketing Intern

DRONA TRAINING ACADEMY | DECEMBER 2018

- Lead Generation through Facebook, Google & Email Marketing for new students.
- Generated 50+ leads for the 'Career Pe Charcha', an event to counsel students.
- Created SEO strategy for DTA Website.

Digital Marketing Intern

BAWANDARR | FEB 2018 - AUG 2018

Handled pages for Maharaja Whiteline, Naad Wellness, Tefal India, Fortis Gurgaon & SHRM India. Promoted Events like HT Friday Jam on Social Media Channels. Search Engine Optimisation for the homegrown company of Bawandarr, Madhuyogic Ayurvedic Medicine for Diabetes. Connected with bloggers and influencers for the promotion of Assam Tourism & Maharaja Whiteline.

ACADEMIC HISTORY

St. Xavier's College, Ranchi

BACHELORS OF COMMERCE (ACCOUNTS) | 2012



PROFILE

A self motivated and result driven individual who quickly adapts to changing trends. I continuously seek to challenge myself and my objective is to get a challenging growth oriented position in a progressive organization where my analytical and interpersonal skills are effectively utilized to improve and contribute to organization's success.

SOFT SKILLS

- Communication
- Problem Solving
- Leadership
- Positive Attitude
- Teamwork
- Mentoring
- Mediating
- Active Listening

PERSONAL SKILLS

- Creative Spirit
- Reliable & Professional
- Organized
- Time Management
- Team Player
- Fast Learner
- Motivated

TECHNICAL SKILLS

- Project Management
- Digital Advertising
- Hashtag Research
- Market Research
- Business Growth
- Lead generation
- Website Optimisation

TOOLS

- Basecamp
- Zapier
- Ads Manager
- Google Analytics
- FB Creator Studio
- Sprout Social
- & Many More...

Clients Handled

- Shervani Hotels
- WOW Hotels
- The Corinthians Resort & Club, Pune
- Turyaa Chennai
- Kohinoor Hotels
- Niranta Transi Hotel & Lounge
- Adamo Hotels
- Empresa Hotels
- Diani Reef, Kenya
- Aldiar Hotels, Dubai
- Khanvel Resort
- Sunray Village Resort
- Royal Orchid

& many more...