



ABHINANDAN TRIPATHI

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Targeting assignments in Digital Marketing with an organisation of repute preferably in Hyderabad, Bengaluru or Pune

PROFILE SUMMARY

- MCA Qualified with nearly 5 years of working experience in Digital Marketing & 2 years of organizational experience in Teaching & Tutoring.
- Manage various search ads campaigns and Social Media Ads For small and middle scale businesses.
- Effective in handling team with a fair understanding of Marketing requirements and achieving objectives in a limited budget.
- Exposure in teaching numerous computer languages like PHP, MYSQL, C++ and Database to college and school students
- Possess excellent communication and presentation skills in mentoring motivated students towards achieving the educational goals
- A positive thinker loves to work with different departments simultaneously and willingness to learn

KEY SKILLS

Google Ads	Social Media Advertising	WordPress
Google Analytics	Search Engine Optimization	Excel/Google Sheet
PPC Advertising	Search Engine Marketing	Digital Marketing

WORK EXPERIENCE

Since July'2022 to present with Atluriholdings, Hyderabad, Telangana

Key Result Areas:

- Strategized, developed, and managed paid digital marketing across AdWords, Instagram, and Facebook with a monthly budget of 1,200,000 INR, resulting in about one to two sales per month with a value of 4CR per sale (Commercial real estate).
- Create powerful email campaigns based on client engagement with the platform that increase customer retention by 20%.
- Create reporting for paid marketing funnels and use this information to increase the conversion rate by 160%.
- Designed, implemented, and optimised retargeting advertisements on Facebook and Google AdWords to increase the rate of conversion by 225%.

Since Dec'19 to June'2022 with GaneshIntelliware, Bilaspur, Chhattisgarh

Key Result Areas:

- Developed and administered digital pay-per-click advertising programs using Google AdWords, Facebook, and third party content distribution networks.
- Adjust client accounts/campaigns in Google AdWords and social media channels on a regular basis to maximize performance while staying within budget.
- Using reporting tools like Google Analytics, I created monthly performance reports for customers for SEM campaigns; I identified key indicators that were most important to clients and provided trending data to compare results month to month.
- Handled Microsoft ad account for clients to bring site traffic from the USA, and increased their 12% sales using Microsoft advertising network in 2019. Client: Stylemonkeyz, apparel vending eCommerce website

- Layout, content optimization, keyword structure, and other SEO tactics, I implement for customer websites.
- For SEO and PPC campaigns, conduct extensive keyword research. For SEO audits, keyword discovery, link building opportunities, and web page optimization, use the SEMRUSH, Ahref, Moz online search engine optimization tool.
- Generated 4000+ leads a month for a financial agency in a minimum budget of less than 120\$(approx.) a day. Cost per lead 0.94 \$.
- Strategized, planned, executed, managed, analyzed, edited, and reported on social media marketing initiatives for up to seven clients at a time.
- Run product listing ads (google shopping ads) for businesses and increased their sales by 10% within three months.

Since Mar'17 to Dec'19 with Ganeshatec, Bilaspur, Chhattisgarh

Key Result Areas:

- Manage and design plans and tactics for a variety of digital media campaigns (including paid search, display ads, video, and mobile) for clients.
- Day-to-day implementation of paid search tactics includes keyword development, budget allocation, campaign optimization, planning, negotiating, and executing digital media campaign based on client objectives.
- Monitor and analyze the reporting of paid search and digital media campaigns.
- Perform daily account management of pay-per-click accounts on Google AdWords, Bing, and other search platforms.
- Assist in maintaining and monitoring the keyword bids, daily and monthly budget caps, impression share, quality score, conversions, Cost Per Lead, and other important account metrics.

ORGANIZATIONAL EXPERIENCE

Jul'15 to Mar'16 with Carnal Academy, Bilaspur, Chhattisgarh as IT Teacher

Key Result Areas:

- Taught as per academic curriculum to students, recognized and nurtured the creative potential of students
- Coordinated activities of administrators and support staff of the school in a spontaneous manner
- Responded to classroom queries and liable for fostering a healthy learning atmosphere among students in the class

Jul'14 to May'15 with E.R Ragavendra Rao College, Bilaspur, Chhattisgarh as Assistant Professor

Key Result Areas:

- Prepared questionnaires and assignments for students and set marks at various levels
- Trained programming languages like C++ and Database to the students and responded to the queries in a spontaneous manner
- Provided assistance to teaching and administrative staff in supervising guidance & discipline of students

INTERNSHIP

Organization: ICAN InfoSoft Private Limited, Raipur, Chhattisgarh
Period: Jan'13 to Jun'13
Description: Assisted "Sudarshan News" Channel Team in designing web portals through applications like PHP and MYSQL

EDUCATION

2013	Master of Computer Applications from Chhattisgarh Swami Vivekananda Technical University, Bhilai, Chhattisgarh
2010	Bachelor of Computer Applications from Pandit Ravi Shankar University, Raipur, Chhattisgarh
2004	12 th from Beacon English School, Chhattisgarh, State Board
2002	10 th from Beacon English School, Chhattisgarh, State Board

CERTIFICATIONS

- Google Search Ads Completion ID: 79279083
- Google Ads Display Completion ID: 94334143
- Google Analytics Completion ID: 98849571
- Google Shopping Ads ID: 94334163
- Google Video Ads ID: 94334122

ACADEMIC ACHIEVEMENT

- Cleared the State Eligibility Test for Assistant Professor in 2013

PERSONAL DETAILS

Languages Known: Hindi & English
Date of Birth: 2nd July 1986

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Bilaspur-495001, Chhattisgarh