

# ABHISHEK SINGHANIA

8910345365 | [abhisheksinghanian914@gmail.com](mailto:abhisheksinghanian914@gmail.com) | [LinkedIn](#)

ACADEMIC DETAILS			
Degree	Institute / University / Board	Year	Percentage/CGPA
B.B.A (H) (Marketing)	TechnoIndia University	2018-2021	7.2
Class XII (CBSE)	Doon Public school	2018	70%
Class X (ICSE)	The Frank Anthony Public School	2016	85%

PROFESSIONAL EXPERIENCE	
<b>Amplifyr – DigitalMarketingAssociate</b> Apr '25 – Feb'26	
Details	<ul style="list-style-type: none"><li>• Management of Social Media Marketing for Client and Company profile.</li><li>• Management of <b>client's website</b>.</li><li>• Helped in <b>Restructure and Redesign</b> of client Website.</li><li>• Ran <b>successful Meta Advertisements</b> for client.</li><li>• Helped in <b>setting up an Email Campaign</b> for special offers.</li><li>• Successfully <b>recruitment and management of content creators</b> for videocreations.</li><li>• Planning of monthly <b>social media calendar</b> along with <b>content creation</b>.</li><li>• Worked on <b>'ONPage' SEO</b> and <b>Keyword Research</b>.</li></ul>
<b>DB Group – DigitalMarketingExecutive</b> July '24 – Oct '24	
Details	<ul style="list-style-type: none"><li>• Worked on <b>'OnPage'</b> and <b>'OffPage' SEO</b>.</li><li>• Optimized the page for <b>Relevant Keywords</b>.</li><li>• Created Social Media Content.</li></ul>
<b>Ability Games Pvt Ltd - Social Media Optimization Executive</b> Feb '23 – Apr '24	
Details	<ul style="list-style-type: none"><li>• Complete Management of Social Media Profiles of products of the company.</li><li>• Planning of monthly <b>social media calendar</b> along with <b>content creation</b>.</li><li>• I worked on <b>multiple projects</b> at same time and delivered them <b>successfully</b> on time.</li></ul>

INTERNSHIPS	
<b>Teksmobile - DigitalMarketingIntern</b> July '22 – Oct '22	
Details	<ul style="list-style-type: none"><li>• Worked on <b>'Off Page' SEO</b> for company's product.</li><li>• Worked on <b>Keyword Research</b>.</li><li>• Raised the Page's ranking from <b>9<sup>th</sup> page to 1<sup>st</sup> page</b>.</li></ul>
<b>THEV Consulting – Young Leader Intern</b> Apr '21 – Jun '21	
Details	<ul style="list-style-type: none"><li>• Worked on <b>boosting</b> SocialMedia Profiles.</li><li>• Helped in <b>creating audience</b> and for YouTube Platform.</li></ul>

AWARDS AND ACHIEVEMENTS	
Certifications	<ul style="list-style-type: none"><li>• Meta Social Media Marketing Professional Certificate <b>2023</b></li><li>• Meta Certified Digital Marketing Associate <b>2023</b></li></ul>
Awards	<ul style="list-style-type: none"><li>• Received the <b>"Excellence in Contribution"</b> Award at Amplifyr. <b>2025</b></li></ul>
Achievements	<ul style="list-style-type: none"><li>• Ran Meta Advertisements with <b>90% success rate</b>.</li><li>• Ran Google Advertisements with a <b>CTR rate</b> of more than <b>3%</b></li><li>• Successfully ran the <b>social media campaign for an event</b></li><li>• Increased the <b>Average Order Value</b> by <b>15%</b></li><li>• Increased <b>customer sessions</b> by <b>~ 20-70%</b></li></ul>