



# Abhishek Maheshwari

Skilled, Tech Savvy, Creative, Data Driven and Budding Digital Marketer  
Specializing in Paid Advertising.

## GET IN CONTACT

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Email: abhishekmaheshwari588@gmail.com

## PERSONAL DETAILS

- Total Experience 1 Year 3 Months
- Current Location Bilaspur
- Date of Birth Jun 04, 1999
- Gender Male
- Marital Status Single / Unmarried

## SKILLS

- Keyword Research
- Search Engine Marketing
- Digital Marketing
- MS Office
- Paid Advertising Campaigns
- Social Media Marketing
- Campaign Management
- Facebook Marketing
- Media Planning
- Instagram Marketing
- Campaign Management
- Budget Management
- Calendar Planning
- PPC Management

## TECHNICAL SKILLS

- Google Analytics
- Google AdWords
- Social Media Marketing
- Facebook Ads Manager
- MS Office
- Microsoft Clarity
- Semrush
- Mailchimp
- LinkedIn Ads
- Google Shopping
- Google Search Console
- Google Suite

## LANGUAGES KNOWN

- English

## PROFILE SUMMARY

Highly skilled digital marketer specializing in paid advertising. Proven track record of driving successful campaigns and generating measurable results on major advertising platforms like Meta and Google. Proficient in leveraging various platforms and tools to optimize campaign performance and maximize ROI. Strong analytical abilities to identify trends, assess data, and make data-driven decisions. Excellent communication and collaboration skills, working closely with cross-functional teams to develop effective marketing strategies. Constantly staying updated with the latest trends and best practices in digital marketing to deliver innovative solutions. A results-oriented professional committed to delivering exceptional outcomes in the dynamic digital landscape.

## EDUCATION HISTORY

### Graduation

Course	B.Tech/B.E.( Electrical )
College	Shri Shankaracharya Group of Institutions, Bhilai
Year of Passing	2020
Grade	7.79/10

### Class XII

Board	CBSE
Medium	English
Year of Passing	2016
Grade	60-64.9%

### Class X

Board	CBSE
Medium	English
Year of Passing	2014
Grade	95-99.9%

## WORK EXPERIENCE

Sep 2022 to Present

### Digital Marketing and E-Commerce Associate at Suv enture Services

- Strategized media plans, calendars, and forecasts for acquiring new clients and enhancing current ones.
- Executed end-to-end management of ad campaigns

- Hindi

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## COURSES & CERTIFICATIONS

- Google Analytics Individual Qualification
- Google Ads Search Certification
- Hubspot Inbound Certification
- Digital Marketing Specialization
- Inbound Marketing Certification

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## SOCIAL LINKS

- <https://www.linkedin.com/in/abhishek-maheshwari-819a9822b/>

across Facebook, Instagram, LinkedIn, and DSP Google Ads.

- Monitored and optimized campaign performance through Google Analytics, ensuring optimal outcomes.
- Proficiently managed budget allocation for multiple client ad accounts, ensuring effective utilization.
- Oversaw Google Merchant Center and Shopping Ads for enhanced visibility and performance.
- Analyzed marketing data, delivering detailed weekly and monthly reports to clients for informed decision-making.
- Leveraged Microsoft Clarity and did competitor research using tools like Google transparency center & Meta Ads Library for in-depth user behavior analysis and website performance assessment.
- Identified and executed strategies to boost campaign performance, enhancing SERP rankings and website effectiveness.
- Managed social media accounts and curated engaging content for optimized audience engagement.
- Fostered effective collaboration among diverse marketing teams including SEO, Data Analytics, Social Media, and Graphic Design, ensuring synergy for superior performance.

May 2022 to Sep 2022

**Digital Marketing Intern at Suventure Services**

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## INTERNSHIPS

**Rankinng, 1 Months**