



# ABHISHEK GUPTA

## Social Media Marketing Executive

Highly Motivated and results-driven digital marketer with 1.11 year of experience in successfully helping businesses establish their online presence. Proficient in WordPress, Facebook ads, and Instagram ads. Seeking new opportunities to leverage my skills and contribute to the growth of a dynamic organization.

## Contact

### Phone

8826582291

### Email

Aabs35324@gmail.com

### Address

Inder Puri , New Delhi

## Education

2014 - 2015

**10th**  
C.B.S.E

2016 - 2017

**12th**  
C.B.S.E

2017 - 2021

**B.com Programme**  
Delhi University

## Expertise

- Facebook ads
- Website designing
- Ms Word
- Ms PowerPoint
- Ms Excel

## Language

English

Hindi

## Work Experience

○ Jan 2023 - Feb 2024

**Le Webexy Pvt. Ltd.**

**Facebook ads executive for E-commerce brand (Snaqary)**

- o Social Media Marketing for snaqary products a Multigrain snack brand through paid media, Facebook and Instagram ads
- o Effectively managed and achieved a balance between Brand Building and Sales Objective within allocated budget with the help of paid media.
- o Successfully Allocated budget of Rs. 1.80 Lakhs focusing on Brand Awareness,Traffic, Engagement and Sales.
- o Strategically optimized paid ads campaign to deliver best results while maintaining average ROAS of 2.2 to 3.5 .

**Leads Generation Executive (Legal Dev)**

- o Social Media Marketing for Legal Dev, focusing on leads generation for People Interested in all the Taxation and Legal Services.
- o Delivered Exceptional Results of Generating a total no of 500+ leads over a period of 5 months.
- o Managed a Monthly Budget of Rs. 60,000, optimizing campaigns to achieve cost-effective Lead Generation.

○ Mar 2024 - Nov 2024

**Sunsprire Services Private Limited**

**Assistant Social Media Executive**

- o Social Media Optimisation
- o Making Content Calendar On Weekly Basis.
- o Competitive Product Research Every Week.
- o Influencer Marketing.
- o Run Social Media Ads On Instagram, Facebook & Moj.
- o Coordination With Clients.

**Skills:**

- o Technical Skills :- Facebook Ads, Instagram ads, Social Media Management, Social Media Optimization,Research Skills, Social Media Advertising & Microsoft Office
- o Soft Skills :- Time management,Communication,Adaptability,Problem solving, Teamwork skills, Creativity, Leadership, Interpersonal skills.

I hereby declare that all the information written above is true to my knowledge and belief. I request the concerned authority to provide me a chance. So I can prove the best of myself and serve your esteemed organization.