

# Ashish Kumar Sahu

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## PROFESSIONAL EXPERIENCE

### GIS Engineer, Ramtech Software Solution PVT LTD, Bhubaneswar

Apr 2021 - Aug 2023

- Engineered and executed high-impact geospatial solutions that enhanced data visualization and spatial analysis capabilities, leading to a 40% improvement in project delivery efficiency and client satisfaction.
- Pioneered the integration of GIS technologies with other enterprise systems, streamlining data workflows and reducing manual processing errors by 25%, thereby optimizing overall operational efficiency.
- Spearheaded the development and deployment of custom GIS applications, leveraging tools such as ArcGIS and QGIS, which supported critical decision-making processes and provided actionable insights for key stakeholders.
- Worked on the GIS and telecom tool application used for design and drafting, implemented FTTH planning of AT&T and comcast. Also having knowledge on concepts FTTN, FTTP, FTTH, GPON.
- Good working experience in Aramies, O-CALC, G/T Technology, AUTOCAD, MAGELLAN.
- Trained junior GIS engineers and provided mentorship, fostering professional growth within the department.

## EDUCATION

Year	Degree	Institute
2024	Marketing Launchpad Program	Kraftshala
2017 - 21	Bachelor's in Technology	G.I.E.T., Gunupur, Odisha
2015 - 17	12th, CHSE	Aaryan Gurukul Residential College, Berhampur
2014 - 15	10th, HSCE	Saraswati sishu vidya mandir, Padmanabhapur

## CURRENT EXPERIENCE

### The Marketing Launchpad, Kraftshala, Online

Aug 2024 - Present

- Selected as a part of a batch of 75+ students from all over India for The Marketing Launchpad Program
- Completed ~600 hours of training across 14 weeks (10 hours/day)
- Modules completed: <<Facebook ADs, Google Search ADs, Google Analytics, Youtube ADs, Ecommerce ADs (Amazon, Flipcart etc), SEO(Search Engine optimization), SEM, Programmatic Advertising, Excel Sheet (pivot table, Formulas etc) >>

## POSITIONS OF RESPONSIBILITY

### Class representative/Monitor, S.S.V.M, Padmanabhapur, Odisha

2013 - 2015

- Acted as a liaison between students and faculty, improving class cohesion and productivity through effective communication and organization.
- Coordinated classroom activities and group projects, promoting collaboration and timely completion of assignments to boost student engagement and performance

### Cricket team captain, G.I.E.T university, Gunupur, Odisha

Mar 2018 - Dec 2019

- Expertise in making crucial in-game decisions like field placements and bowling changes, adapting strategies based on real-time game dynamics.
- Ability to motivate players, manage diverse personalities, and build team cohesion for optimal performance and unity.

## CERTIFICATIONS

### 1. Digital Marketing Fundamentals course, Skillup, Remote

Sep 2024

- Completed a comprehensive Digital Marketing Fundamentals course on Skillup, covering essential topics such as SEO, SEM, content marketing, and analytics.
- Developed hands-on skills in crafting and executing digital marketing strategies, including multi-channel campaign management and performance optimization.
- Acquired proficiency in data analysis and metric evaluation, utilizing industry-standard tools to drive data-driven marketing decisions and enhance campaign effectiveness.

### 2. Mastering advertising in digital age course, Alison, Remote

Sep 2024

- Identify the benefits of online advertising for small businesses. and Define a target audience, research competitors, And stay up-to-date with industry.
- Explain the importance of creating a high-quality search ad to improve customer's online search experience and discuss the three factors that determine an ad's ranking on Google Ads.
- Also outline three ways to improve an ad's ranking.

### 3. Crafting a Winning SEO Strategy-A Guide for In-House, Semrush, Remote

Dec 2025

### 4. How to Boost Lead Generation with SEO, Semrush, Remote

### 5. Keyword Research with Semrush A Step-by-Step Guide, Semrush, Remote

### 6. Mastering advertising in digital age course, Semrush, Remote

7. **Navigating On-Page and Technical SEO-A Semrush Deep**, Semrush, Remote

8. **SEO Principles- An Essential Guide for Beginners**, Semrush, Remote

## PROJECTS UNDER MARKETING LAUNCHPAD PROGRAM

Aug 2024 - Present

### Ran Meta Ads To Drive Traffic To Unleavables.com

*Unleavables is a shopify-bosted D2C custom print apparel store that targets Pet Lovers, Coffee Enthusiasts, Travel Heads, etc.*

- "Achieved **113,585** impressions and **235 clicks**, maintaining a CTR of **0.55%**, by optimizing audience targeting and creative placements."
- "Improved landing page views to **439** with a **75%** LPV rate, achieving cost efficiency at **₹2** per LPV through strategic ad management."

### Ran Google Ads To Drive Traffic To Unleavables.com

- "Delivered **48,485** impressions and **257** clicks, achieving a CTR of **0.55%** by refining keyword strategies and using engaging ad creatives."
- "Secured **122** landing page views with a CPLPV of **₹6.56**, optimizing campaign costs through targeted bidding and precise placements."

### Ran Amazon Ads To Drive Visibility For Seasoned Snacks

*Seasoned Snacks is an Ecom brand offering authentic Kerala Banana Chips.*

- "Achieved **2,461** impressions and **15 clicks** with an average CPC of **₹6.43**, utilizing optimized bidding strategies despite underperforming results."
- "Analyzed performance challenges that resulted in a **0.61%** conversion rate and **₹0** sales, identifying actionable insights to realign future campaign objectives for better outcomes."

### Implemented Targeted SEO Strategy For Unleavables.com To Drive Organic Traffic Growth

- "Executed a comprehensive SEO strategy focusing on keyword research, on-page optimization, and technical analysis, with a projected **15-20%** increase in organic traffic based on targeted efforts."
- "Identified backlink opportunities from high-authority websites, enhancing domain credibility and improving search rankings by **10-12%**."

## EXTRACURRICULARS

### Bharat Scouts and Guides (BSG), S.S.V.M, Padmanabhapur

2013 - 2015

- Awarded the **Rajya Puraskar (State Award)** for demonstrating outstanding leadership skills and making significant contributions to community service through scouting activities.
- Recognized for advanced scouting skills and dedication in overcoming challenging tasks and projects.
- Honored for excellence in organizing and leading scouting events, demonstrating strong teamwork and planning abilities.

### National service scheme(NSS), G.I.E.T University, Gunupur

Apr 2018 - May 2021

- Contributed to planning and executing community service projects, including health camps, educational workshops, and environmental clean-up drives, enhancing community well-being and fostering social responsibility.
- Assisted in recruiting and training new volunteers, streamlining communication and coordination efforts, and ensuring the successful execution of NSS projects and initiatives.

## OTHER INTERESTS

### Playing Cricket

- Actively involved in cricket, which has honed my strategic thinking, teamwork, and leadership skills through collaborative play and game analysis.
- My team was the winner in a college tournament that was held at my college. Represented my college in a prestigious inter-college cricket competition, showcasing my ability to perform under pressure and act as an ambassador for my institution.

### Traveling

- Passionate about exploring new destinations, which has broadened my perspective and deepened my appreciation for diverse cultures and global viewpoints.
- Engaged with a wide range of people from different cultures and backgrounds during travels, building a global network and improving my communication skills across diverse settings.
- I was the member of our college Traveling group.

### Listening and Singing song

- Passionate about singing and listening to music, which enhances my creativity and provides a constructive outlet for emotional expression, contributing to a well-rounded and balanced perspective.
- I was singing before in my college function and attended all types of singing competitions.