

ABHISHEK DAHIYA

CONTACT

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Gurugram, Haryana

EDUCATION

CHANDIGARH UNIVESITY
2021 - 2025

- Bachelor of Engineering (B.E),
Computer Science &
Engineering

EURO INTERNATIONAL SCHOOL
2021

- Senior Secondary (XII), CBSE
- Percentage: 86.00%

SKILLS

- Google Analytics
- SEO & SEM
- Meta Campaign
- Adobe Photoshop
- Whatsapp Marketing
- Pintrest Marketing
- Google ads
- Canva
- Key Metrics
- SEMrush
- CRM Tools: HubSpot, Wati &
Aisensy
- Market Research (Demographics &
Psychographics)

CERTIFICATION

- Social media marketing
- Powering your business
through whatsapp
- Meta ads
- Pinterest marketing

LANGUAGES

- English (Fluent)

SUMMARY

Digital Marketing professional with internship experience in SEO, social media, content creation, and performance analytics. Skilled in R&D with strong knowledge of demographics and psychographics, and hands-on exposure to tools like Google Analytics, Microsoft Clarity, and Google Tag Manager. Well-versed in tracking key performance metrics (CPC, CTR, CPM, Conversion Rates) and leveraging both vanity and actionable metrics to optimize campaigns. Seeking a opportunity to contribute to impactful digital marketing strategies.

EXPERIENCE

tecHindustan Solution

JULY 2025 - SEPT 2025

Junior Digital Marketing Executive

- Planned and **executed data-driven Meta & Google Ads campaigns** for niche industries, including the U.S. market, using advanced targeting strategies that improved ROI and customer acquisition.
- Utilized **Google Analytics 4 (GA4)** dashboards to monitor user behavior, track campaign performance, and identify conversion trends
- Developed marketing roadmaps and flowcharts for **WhatsApp campaigns**, creating clear strategies for customer engagement, retention, and conversion
- Produced **visual briefs** for **designers**, ensuring alignment between brand goals and creative execution

tecHindustan Solutions

JAN 2025 - JUNE 2025

Digital Marketing Intern

- Conducted competitive **SWOT analysis of IT and SaaS** companies to uncover positioning opportunities and design marketing strategies aligned with global business standards.
- Created **content strategies and captions for social media** (Instagram & LinkedIn), simplifying complex technical products.
- Developed content strategies and **creatives** for **B2B** and **B2C** segments

REFERENCE

Nitin Hanoth

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