

# Mr. ABHISHEK THAKUR

**Sr. Digital Marketer**

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Intending to build a career with leading corporate of the Hi-tech environment with committed and dedicated people, which will help me to explore myself fully and realise my potential. Willing to work as a key player in challenging & creative environment

## **WORK EXPERIENCE**

**Aug. 2023 - Present**

**Sr. Ex. Digital Marketer at TORQUE PHARMACEUTICALS PVT. LTD.**

### **ORGANIZATIONS & PRODUCTS**

For over 37 years, Torque Pharmaceuticals has been transforming the healthcare ecosystem by bringing together passion and innovation to deliver the best in efficiency, usability, and affordability to improve the quality of life globally.

### **JOB PROFILE**

- Manage Google & and Facebook/Instagram campaigns and Generate Good Business. **(Handling 10 Lakhs per month budget)**
- Company website design & develop by me (torqueonline.co.in)
- Manage the organization's website, including product listing, inventory, etc.
- Optimize content for the website and social networking channels such as Facebook, Instagram, LinkedIn, Snapchat YT, etc.
- Track the website traffic flow and provide internal reports regularly.
- Creating and executing SMS, Email, and WhatsApp marketing (Wati) campaigns.
- Handling Shopify store and its website sales.
- Working with unicommerce.

**Jan. 2023 - Aug 2023**

**Ex. Digital Marketer at Uniqaya Lifestyle Mohali**

### **ORGANIZATIONS & PRODUCTS**

Uniqaya Lifestyle is Skincare product base company in mohali. We are are selling skin care products on online channels and own website. We have 40 Years of experience in Pharama.

## **JOB PROFILE**

- Manage Google & and Facebook/Instagram campaigns and Generate Good Business. **(Handlying 5 Lakhs per month budget)**
- Company website design & develop by me (uniqaya.com)
- Optimize content for the website and social networking channels such as Facebook, Instagram, LinkedIn, etc.
- Track the website traffic flow and provide internal reports regularly.
- Creating and executing SMS, Email, and Whatsapp Marketing campaigns.
- Social Media Marketing | SEO (Search Engine optimizations)
- Handling Shopify store and its website sales.
- Handling 6 Members Team

## **June 2021 - Jan. 2023**

### **Sr. Digital Marketing Executive & IT at HLP Group, Mohali**

#### **ORGANIZATIONS & PRODUCTS**

Home and Land Planners (HLP) Group has been a leading real estate development company in the Region. Over the years we have excelled as an evolutionary leader in both the residential and commercial domains.

## **JOB PROFILE**

- Manage Google & and Facebook/Instagram campaigns and Generate Good Business Leads. **(Handlying 5 Lakhs per month budget)**
- Manage the organization's website.
- Optimize content for the website and social networking channels such as Facebook, Instagram, LinkedIn, etc.
- Track the website traffic flow and provide internal reports regularly
- Edit and post videos, podcasts, and audio content on Social media.
- Creating and executing SMS, Email, and WhatsApp marketing campaigns

## **jan. 2020 - june 2021**

### **Digital Marketing Excutive at Keva Kaipo Industries Pvt. Ltd. Ludhiana**

#### **ORGANIZATIONS & PRODUCTS**

Keva Kaipo Industries Pvt. Ltd. provides an opportunity to explore your potential & achieve your dreams of 'Health & Better living' with the help of Direct selling business plan & versatile range of products.

## **EDUCATION**

**July 2015 - 2019**

**B-Tech (Electronics and Communications Engineering)** **With 62 %**  
CT Institute of Engineering, Management & Technology  
Punjab Technical University.

**March 2013 - 2015**

**12th (science) With 56 %**  
Govt. Sr.Secondary School Badaran  
HP Board of School Education.

**March 2013**

**10th With 70 %**  
Govt. High School Hathol  
HP Board of School Education.

## **SKILLS**

- **Key Skills:** Google ads, Facebook ads, Snapchat ads, LinkedIn ads, SMM, Website design, Wati(WhatsApp), UniCommerce,
- Installations of Windows and Linux
- MS Excel, MS PowerPoint, MS Word
- Google trend, Google tool, Sem Rush etc.
- **Designing tools:** Canva, Photoshop, VN.
- **Website development Tech:** WordPress, Shopify, HTML, CSS, PHP.

## **REWARDS**

- 1st price for the Best volunteer in (NSS) National Service Scheme 10+2.
- 1st position in WEBSITE DESIGNING at Managing Innovations in Science &Technology – 2018
- 1st position in PowerPoint presentation (event Learn from Google).

## **EXTRA-CURRICULAR ACTIVITIES**

- Organizing College Festival during Graduation.
- Organizing tech-fest (2018) during graduation.
- Organizing Himachal day 3 times (2017,18,19) during Graduation and handling more than 500 students.

## **WORKSHOP/TRAINING**

- Six Months of Industrial training on PCB Designing from Mumbai.
- Six Week industrial training on the Internet of Things with Embedded Linux and Raspberry pi 3 at NETMAX TECHNOLOGIES PVT. LTD. (1 June to 10 July 2017)
- Four day's workshop on Arduino at IIT Delhi (21 October to 24 October 2016)

## **PROJECT'S**

- Bluetooth car control by Mobile. (using Arduino Uno)
- Control Room Lights with Mobile (Make Smart Home using Arduino Uno)
- Smart fire detection system using a camera with open CV and python code.
- Smart Mirror with voice control using raspberry pi 3b plus. (Final project in B.tech)
- A Study on Impact of SAMSUNG brand image on customer loyalty (Market research)

## **STRENGTH**

- Strong leadership and motivational skills.
- Ability to handle pressure.
- Never give up, I give my best in my work

## **DECLARATION**

I hereby declare that all the information furnished above is true, correct and complete to the best of my knowledge and belief.

Date: \_\_/\_\_/\_\_\_\_

Signature: \_\_\_\_\_