

# Aabhash Roy

+91 - 8851040322 | aabhashroy963@gmail.com

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## CURRENT EXPERIENCE

### The Marketing Launchpad, Kraftshala, Online

Jun 2024 - Present

- Modules completed: Marketing Basics, Facebook Ads, Google Search/Display/YouTube Ads, Amazon Ads, Search Engine Optimization, Google Analytics
- Executed a Facebook Ad campaign for Unleavables clothing brand to drive website traffic with an ₹800 budget over one week, generating 55,000 impressions and 450 clicks. Utilized precise audience targeting and creative ad optimization to achieve a cost per landing page of ₹2.87. Demonstrated strong skills in campaign management and performance analysis, effectively increasing website traffic while maximizing cost-efficiency. This approach resulted in a substantial boost in engagement and overall ROI.
- Launched a Google Search Ad campaign for Unleavables clothing brand to drive website traffic with an ₹800 budget over one week, driving 16,000 impressions and 248 clicks. Applied targeted keyword strategies and meticulous bid management to achieve a cost per click of ₹3.21. Utilized conversion tracking and optimization techniques to attain a high conversion rate of 91.53% and a cost per acquisition (CPA) of ₹3.51. This demonstrated strong capabilities in campaign optimization and data-driven decision-making, significantly enhancing website traffic and cost-efficiency
- Directed an Amazon Sponsored Product Ad campaign for Swiftie India (T-Shirt) with a ₹700 budget over one week, achieving 25,142 impressions and 34 clicks. Implemented strategic ad placements and keyword targeting to optimize performance, resulting in a cost per click of ₹14.21. Leveraged data analysis and campaign adjustments. These actions demonstrated strong skills in digital advertising and analytics, significantly enhancing ad efficiency and driving high-value traffic

## PROFESSIONAL EXPERIENCE

### Performance Marketing Internship, The SearchBerg, Gurugram

Jan 2024 - Mar 2024

- Analyzed marketing and campaign performance, conducted Google Merchant Center and Ads Account Audits, resulting in a 15% increase in overall campaign efficiency.
- Created targeted campaigns, performed thorough keyword research, and managed budget pacing, leading to a 20% improvement in ad spend ROAS.
- Prepared detailed monthly and weekly reports, contributing to strategic revenue growth planning that boosted client revenue by 10%.

### Business Development Associate, Praxis Services Pvt. Ltd., Gurugram

Feb 2023 - Aug 2023

- Pitched potential clients for the One Fine Rate [OTA platform] through email marketing, Google Ads, and Facebook Ads, resulting in a 30% increase in lead generation.
- Prepared comprehensive weekly and monthly reports, aiding in strategic decision-making and improving client retention by 15%.
- Handled client interactions, including meetings, follow-ups, and documentation, securing a 25% conversion rate from prospects to clients.

## EDUCATION

Year	Degree	Institute
2017 - 21	BHMCT	Sunderdeep College of Hotel Management, Ghaziabad
2016 - 17	12th Grade, NIOS	National Institute of Open Schooling, Ghaziabad
2014 - 15	10th Grade, CBSE	Ch. Chhabil Dass Public School, Ghaziabad

## CERTIFICATIONS

### Power BI - 7 Days Crash Course, Online

Sep 2024 - Sep 2024

- Completed a 7-day Power BI crash course by Satish Dhawale, mastering data sorting and the creation of responsive, visually appealing dashboards for effective data visualization.

### Google Display Ads Google, Online

Aug 2024 - Aug 2024

- Earned Google Display Ads Certification from Google Skillshop, achieving 88% on a comprehensive 50-question exam, demonstrating expertise in creating and optimizing display ad campaigns.

### Google Performance Ads, Google, Online

Mar 2024 - Mar 2024

- Certified in Google Performance Max Ads with 80%+, mastering optimization, targeting, bidding, and advanced tools to maximize ROI.

### Mastery in Digital Marketing, IIT Bhubaneswar (Wissenaire) with Teachnook, Online

Oct 2023 - Dec 2023

- Completed a digital marketing course, mastering SEM, SEO, SMM, and tools like Google Ads and Analytics to boost campaign performance.

### Fundamentals of Digital Marketing, Google Digital Unlocked, Online

Oct 2023 - Oct 2022

- Completed a 48-hour Google Ads course via Google Digital Unlocked, gaining skills in creating, managing, and optimizing campaigns for maximum ROI and engagement.