

ABHISHEK BANSHIWAL

PROFILE SUMMARY

Knowledgeable Marketing professional skilled in creating and monitoring targeted marketing campaigns. Strong knowledge of Google Analytics and SEO with passion for driving website traffic to increase brand engagement. Versed in developing social media content aligned with brand image and target audience.

EDUCATION

Symbiosis Institute of Technology Pune

Bachelor of Technology - 2019

- Electronics And Telecommunication

Kendriya Vidyalaya Koliwada

Higher Secondary School - 2015

SKILLS

- Google Analytics
Completion ID: 50111656
- Keyword Research Semrush
Credential ID #072c00d7799d75e
- Competitive Analysis and Keyword Research
Credential ID #6636de7c50a026a
- Google AdWords
Completion ID 46062358
- On-Page and Technical SEO
Completion ID #531cbf7d67d1e9b
- Backlink Management Exam
Completion ID #531cbf7d67d1e9b
- SEO Fundamentals Semrush
Credential ID #ed201f9c3361e2e
- Content Marketing and SEO Fundamentals
Credential ID #114eb52f3988fc6
- Analytical skills
- Adaptive and creative
- Critical thinking
- Detail-oriented

WORK EXPERIENCE

Intern

Siemens Airoli (June 2018- Dec 2018)

- Compiled data in reports and other documents using multiple equipment and software.
- Planned, modified, and executed research techniques, procedures, and tests.
- Performed experiments and research over course of 6 months to test for results and documented all findings.

Intern

Godrej and Boyce Vikhroli (Nov 2017-Dec 2017)

Freelanced

BodyAlpha (March 2020-Nov 2020)

- Managed YouTube channel to strengthen Brand reputation.
- Increased customer engagement through social media.
- Managed Website's Analytics.
- Ran Facebook and Instagram Ad campaigns to get leads for BodyAlpha.

Campus Ambassador

AWP (Oct 2015 -Mar 2016)

- Hosted programs to connect students with non-student neighbors.
- Supported campus events to increase student engagement and promote campus-wide initiatives.
- Developed marketing efforts such as posters and social media ads to encourage student participation for campus events.

HOBBIES

- Dancing
- Reading
- Cricket
- Traveling

LET'S WORK TOGETHER!

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