

AKASH MAJUMDER

Digital Marketer



CONTACT

📞 7278623764

✉️ aakash.arka@gmail.com

📍 New Delhi

EDUCATION

International Management Institute, Kolkata

2015 - 2017

PGDM in Marketing

AWARDS & CERTIFICATIONS

- Attract and Engage Customers with Digital Marketing by Google
- Foundations of Digital Marketing and E-commerce - 2024

SKILLS

- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Keyword Research
- Social Media Marketing and Advertising (SMM & Paid Ads)
- Google ADs, Meta Business Manager and AD Manager
- Google Search Console, Tag Manager
- PPC Specialist
- Photoshop and Adobe Lightroom
- Video editing on DaVinci Resolve

PROFILE

Results-driven Performance Marketing Specialist with experience in developing and executing data-driven campaigns across PPC, display, and social media. Adept at managing substantial budgets and analysing performance metrics to inform strategic decisions. I seek to leverage expertise to drive growth and innovation in a dynamic marketing team.

WORK EXPERIENCE

FREELANCE DIGITAL MARKETING ASSOCIATE

APRIL 2024 - Present

SOMA'S CAMP

- Reduced cost per acquisition (CPA) by 25% through audience segmentation and ad creative refinement.
- Boosted conversion rates by 40% with A/B testing of ad copies and audience interest.
- Developed detailed performance reports using Facebook Analytics, providing actionable insights.
- Created custom and lookalike audiences, enhancing ad relevance and achieving a 30% increase in repeat bookings.
- Collaborated on dynamic ad creatives, resulting in a 20% increase in click-through rates.

BRANCH MANAGER

GIC HOUSING FINANCE Ltd.

June 2017 - JULY 2022

- Achieved 20% Y-O-Y revenue for the branch by leveraging my more than 5 years of experience in retail sales and marketing
- Established and monitored new/existing credit lines for customers by performing financial statement analysis
- Analysed the debts. Ascertain the priorities and optimised solutions for dealing with persistently late payers.
- Provided for ongoing training of the credit staff
- Maintained the corporate credit policy by the book