



ANKUSH KUMAR PATHAK

Digital Marketer

About Me

Experienced digital marketer skilled in social media management, SEO, content creation, and paid advertising. Proven track record of delivering strategic campaigns, optimizing performance, and generating qualified leads. Strong analytical skills, effective communication, and project management abilities. Passionate, adaptable, and dedicated to driving business growth through innovative and data-driven strategies.



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LANGUAGE

- English
- Hindi

EXPERTISE

- Management Skills
- Creativity
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership
- PPC advertising
- Social media management

EXPERIENCE

- Developed and executed comprehensive digital marketing strategies, resulting in a 50% increase in website traffic and a 60% growth in lead generation.
 - Managed and optimized paid advertising campaigns on Google AdWords and Facebook Ads, achieving a 25% decrease in cost per click and a 55% increase in click-through rate.
 - Created and curated engaging content for social media platforms, leading to a 30% increase in follower growth and improved brand visibility.
 - Conducted regular testing and data analysis to refine marketing campaigns, resulting in a 20% increase in conversion rates.
 - Collaborated with cross-functional teams to launch successful product launches and promotional campaigns, resulting in increase in sales

EDUCATION

Army Public School
Class 10th - 2021

Patna Doon Public School
Class 12th - 2023

GRD Institute , Dehradun
BBA (Pursuing)

SKILLS SUMMARY

PPC Advertising 93%

Digital marketing strategy 81%