**Cover Letter**

I am a digital marketing professional and well versed in content development, social media marketing – both organic and paid, and email marketing. I follow the principle of persistence to deliver good results, with learning and working hard certainly being my virtues.

After 4 years of experience that involved over 20 businesses as clients – with many being disparate to others, I wish to parlay my hands-on knowledge of the mentioned domains into fully-fledged digital marketing career. I thirst for opportunities where I could effectuate a digital blend of ‘pull’ and ‘push’ marketing strategies. To earn another set of accomplishments from this endeavour, I’ve been learning via virtual digital marketing courses from Kallada Academy and Crea8tify.

To promote brands & businesses through and through, I map out with an express aim to get people in the brands’ & businesses’ thrall. I create social media marketing plans resonating with engaging content buckets and theme-/template-based campaigns. While developing a creative text, I also visualize its graphic and expound it to the graphics team. Further, topical posts are harnessed to connect a brand with ongoing situations and trends. It’s done in a manner that doesn’t seem extraneous and ensure promotion by disposing the audience towards following the brand.

Through a comprehensive, engaging and decisive marketing plan, I also attempt to establish a business as reputable. Or otherwise, an ill-conceived strategy culminates in loss of customers as the market has businesses vying with each other.

When it comes to content development, I strongly repudiate duplication. To create content, I understand the subject & assess its discrete aspects and then use my insights into words, phrases & idioms to present the information in a fascinating manner. For a wide vocabulary & its felicitous use, I learn by juxtaposing words, phrases & more.

I aspire to reach the pinnacle of digital marketing eventually.

**Curriculum Vitae**

**ASHISH KUMAR SEN**

**Email:** ashishkrsen2829@gmail.com

**Phone:** +91-8285459976

**DOB:** 28th September 1991

**CORE COMPETENCES**

* Content Development
* Creative Copy Writing
* Video Script Writing
* Search Engine Optimization
* Social Media Campaigning & Management
* Social Media Paid Marketing
* Creative Visualization
* Google Ads

* Email Marketing
* Text Marketing
* Client Servicing
* Competitive Research
* Content Proof Reading & Editing

**ACHIEVEMENTS**

* Social Media event coverage for Magic Moments at Sunburn 2017 Pune
* Gave a name to a BPCL App - CLEAN - while working at Teamwork Communication
* Increased Investment (3 Times) from the client - CompTIA India - while working at Teamwork Communication
* Brought on board Reforce & Carter Radley via creative pitch while working at Teamwork Communication
* Digitally marketing plan for PIET’s EDU Leaders 4.0 Summit & its execution while working at City Innovates
* Execution of a cost-effective Lead-Generation campaign for Steelo Brite
* Social Media Campaigning (Organic + Paid), Planning, Execution & Client Servicing for eight different projects at City Innovates
* Content Developer in the Social Media Marketing Team of Hon’ble Union Health Minister, Dr Harsh Vardhan during ongoing COVID19
* Management of <https://twitter.com/CovidIndiaSeva>
during ongoing COVID19
* Creation of an E-book on COVID19 for submission at World Health Organization (WHO) on behalf of India (Ministry of Health & Family Welfare)

**TOOLS**

* MailChimp
* GabStats
* BigSpy
* Socialert
* Simplify360
* PageManager
* TweetDeck
* Facebook Creator Studio
* Text Overlay Tool
* Google Keyword Planner

**DM COURSES & CERTIFICATION**

I’ve been learning online marketing practices via virtual digital marketing courses from Kallada Academy and Crea8tify.

**EXPERIENCE**

Content Writer & Social Media at Avenir Digital Stories Pvt. Ltd. (March 2016- September 2017)

* Copy & Content Writing for Social Media
* Social Media Planning
* Blog and Article Writing
* Content Proofreading and Editing
* Creation, Development and Management of Content for Web Portals
* Website Content & Copies
* Copies for Online Ads

Content Writer & Social Media at Syrup Technologies Pvt. Ltd. (September 2017 – Feb 2018)

* Social Media Content Writing
* Social Media Creative Visualization
* Social Media Planning
* Events Coverage on Social Media
* Social Media Engagement Strategy
* Social Media Management
* Client Servicing
* Google Analytics

Senior Executive Social Media at Teamwork Communication Solutions Pvt. Ltd. (March 2018 – August 2019)

* Social Media Campaigning
* Social Media Paid Promotions & Marketing
* Client Servicing
* Creative Copy Writing
* Video Script Writing
* Social Media Reporting
* Social Media Proposal Making
* Social Media Account Management
* Social Media Creative Visualization

Assistant Manager Social Media at City Innovates Private Limited (September 2019 – February 2020)

* Social Media Paid Promotions & Marketing
* Client Servicing
* Creative Copy Writing
* Video Script Writing
* Social Media Reporting
* Social Media Proposal Making
* Social Media Account Management
* Social Media Creative Visualization

Social Media & Content Manager at Brand Visage Communications (April 2020 – May 2020). **Had to leave the job due to a COVID case at the Client Site**

* Content for the Hon’ble Union Health Minister’s social media
* EBook Writing
* Client Servicing
* Creative Copy Writing
* Video Script Writing
* Proof Reading
* Social Media Account Management
* Social Media Creative Visualization

Some Highlights of My Work for the Hon’ble Union Health Minister

1. <https://twitter.com/drharshvardhan/status/1254674045800337408?s=08>
2. <https://twitter.com/drharshvardhan/status/1254673140514385921>
3. <https://twitter.com/drharshvardhan/status/1256749066693652480>
4. <https://twitter.com/drharshvardhan/status/1258337066972090369>
5. <https://twitter.com/drharshvardhan/status/1256585099987972096>

6. <https://twitter.com/drharshvardhan/status/1259656198858534912>
7. <https://twitter.com/drharshvardhan/status/1256430450886639617>
8. <https://twitter.com/drharshvardhan/status/1256126617253851136>
9. <https://twitter.com/drharshvardhan/status/1255736785662963713>
10. <https://twitter.com/drharshvardhan/status/1260085491241639936>
11. <https://twitter.com/drharshvardhan/status/1257405921728139264>
12. <https://twitter.com/drharshvardhan/status/1258449704066510851>
13. <https://twitter.com/drharshvardhan/status/1258695510996561925>
14. <https://twitter.com/drharshvardhan/status/1258860453435895808>
15. <https://twitter.com/drharshvardhan/status/1259843172387209216>
16. <https://twitter.com/drharshvardhan/status/1259119965862391808>
17. <https://twitter.com/drharshvardhan/status/1255510858886778881>
18. <https://twitter.com/drharshvardhan/status/1255382858937630724>
19. <https://twitter.com/drharshvardhan/status/1254893346348134400>
20. <https://twitter.com/drharshvardhan/status/1254857192093540357>

**WEB-LINKS TO SOME OTHER PIECES OF WORK**

1. From Tenure at City Innovates Private Limited

PIET, Sept 2019 - Jan 2020

<https://www.facebook.com/Pietofficial/>

SteeloBrite, Sept 2019 - Jan 2020

<https://www.facebook.com/Steelo-Brite-101966291182055/>

WafiApps, Nov 2019 - Jan 2020

<https://www.facebook.com/WafiappsQatar/>

Crossabs, Fitness Dec 2019 - Jan 2020

<https://www.facebook.com/crossabs/>

GemMines, Dec 2019 - Jan 2020

<https://www.facebook.com/gemmines.in/>

GGI, Dec 2019 - Jan 2020

<https://www.facebook.com/geetagroupofinstitution/>

Lakshyam, Dec 2019 - Jan 2020

<https://www.facebook.com/LakshyamNGO/>

2. From Tenure at Teamwork Communications

PCRA India, March 2018 - August 2019

<https://www.facebook.com/pcraindia/>

CompTIA India, March 2018 - August 2019

<https://www.facebook.com/CompTIA.IN/>

BigBreaks, April 2019 - Aug 2019

<https://www.facebook.com/TheBigBreaks/>

Priyagold, April 2019 - Aug 2019

<https://www.facebook.com/PriyagoldOfficial/>

Koala Cabs, April 2019 - Aug 2019

<https://www.facebook.com/koalakabs/>

Grammin Healthcare, April 2019 - Aug 2019

<https://www.facebook.com/graminhealthcare/>

Wish Foundation, April 2019 - Aug 2019

<https://www.facebook.com/WISHfoundationIndia/>

**HIGHER EDUCATION**

**Degree :** B.Tech (Information Technology)

**Institute :** Laxmi Devi Institute of Engineering & Technology, Alwar

**University:** Rajasthan Technical University, Kota.

**ACADEMIC DETAILS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Exam** | **Year Of Passing** | **Name of****Institute/Board** | **Percentage** |
| 10th  | March 2007 | CBSE | 62% |
| 12th  | March 2009 | CBSE | 72% |
| B.Tech | May 2013 | RTU | 60% |

**PRESENT & PERMANENT ADDRESS:**

House Number1007, Sector 5

Rama Krishna Puram

New Delhi-110022

**SELF APPRAISAL**

I am hard working, good natured, productive, early learner and willing to face new challenges. I am keen to transform opportunities into my growth ladder.

I affirm that the details in this document are accurate and true to the best of my knowledge.

Date:                                                                         (Signature)

Place:                                                                    Ashish Kumar Sen