

ABHIYANSHU RAO

PROFILES

- <https://www.linkedin.com/in/abhiyanshu-rao-91599b135>

CAREER OBJECTIVE

Have gained good exposure to understand various aspects of **Digital Marketing** through the Masters Program which has developed a great sense of confidence at a very personal level. Hence, I seek a challenging position in the area of **Digital Marketing, Brand Management, Social Media & related fields** where I can share my skills & expand my capabilities further in the pursuit of progressive career advancement.

EXPERIENCE

Digital Marketing - Experience

- Currently I'm working as a Blog writer for Internkro.com & Webtech Solutions.
- Completed 30+ industry-based projects.
- Odysseys Unlimited (America's Leader in Small Group Travel) Developed Business Case for Content Marketing.
- Raxsifer.tech (It was my website for Advanced SEO project) SEO Optimization, Written few Blogs.
- Done a Digital Marketing Internship @ Handout foundation.
- Previously done an internship as a Community Influencer @ MentorBoxxCo.

CERTIFICATION

1. Masters Program - Digital Marketing Specialist: Simplilearn Certified - 2021

- Mastering SEO, Content Marketing, PPC & Digital Analytics
- Mastering Social Media, Mobile Marketing & Digital Strategy
- Advanced Web Analytics
- Advanced Search Engine Optimization
- Advanced Pay per Click Program
- Advanced Social Media
- Harvard Business Publishing Case Studies for Digital Marketing

CONTACT

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EDUCATION

B.Com
Swami Vivekananda SHUBHARTI
University
07/2021

Diploma: Modern Office Management
Ruchi's Institute of Creative Arts,
Prayagraj
09/2020

Course On Computer Concept
National Institute of Electronics And
Information
12/2018

Diploma: Computer Teacher Training
Rajeev Gandhi Institute of Computer
& Information
04/2018

SKILLS

- **Social Media Marketing**
- **Content Marketing**
- **Brand Management**
- **On Page & Off Page SEO**
- **Marketing Analytics**
- **Marketing Communication**
- **PowerPoint Presentation**
- **Video Editing**
- **PPC Advertising**
- **Market Research**
- **Office Management**