

ANSHUMAN GOHAIN

Digital Marketing Officer

PERSONAL PROFILE

To utilise my digital marketing skills to support a company's growth and success. I aim to develop innovative marketing campaigns, enhance social media presence, optimize SEO strategies, and use data analytics to drive results. My objective is to drive customer acquisition and retention by delivering effective and targeted digital solutions.

WORK EXPERIENCE

Dealer Digital Marketing Officer (DDMO)

Borah Automobiles Pvt Ltd | Jan 2023 - Present

- Creating and implementing digital marketing strategies for increasing online presence.
- Utilizing the CRM system, insights, and essential analytical tools to monitor and report on KPIs.
- Executing geo-targeted advertising campaigns to cater to the audience in the business areas.
- Handling a team of telecallers and graphic designers to handle digital clients and inquiries.
- Allocation of prospects to the sales team with timely follow-up.
- Collaborating with local influencers for higher engagement and lead generation.
- Collecting and editing customer testimonial videos to increase goodwill.
- Executing physical marketing activities such as scratch card distribution, arranging surveys, hoardings placement, etc.



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Borguri, Tinsukia, Assam
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SKILLS SUMMARY

- Social Media Management
- Email Marketing
- Content Creation and Copywriting
- Graphic Designing
- Search Engine Optimization
- Search Engine Marketing
- Team Management

AWARDS RECEIVED

- Certificate of Achievement in FY 23-24, Tata Motors (2024)
- Award for Outstanding Performance, Tata Motors (2023)
- Best BDO intern of the month, Entrepreneur Support (2020)

Digital Marketing Executive

WebMOBI | April 2022 - September 2022

- Conducted thorough keyword research using Ahrefs, Ubersuggest, and SEMrush to increase organic search traffic by optimizing on-page content and meta tags.
- Implemented optimization techniques, including content restructuring and internal linking strategies, improving search engine rankings
- Regularly performed technical SEO audits to identify and resolve website issues, resulting in decreased website loading time and improved user experience.
- Created regular SEO performance reports showcasing key metrics and improvements achieved, demonstrating the effectiveness of strategies to stakeholders.
- Conducted regular competitor analysis to identify gaps and opportunities in the market, informing content and optimization strategies.
- Worked closely with the development team to implement technical SEO recommendations, leading to improved crawlability and indexability.
- Collaborated closely with design and development teams to ensure consistent brand messaging across marketing materials and app interfaces.

Sales Officer - Assam

Sonarome Private Limited | March 2021 - April 2022

- Successfully expanded the client base through prospecting, cold calling, and attending events.
- Demonstrated in-depth knowledge of the company's flavors and fragrances range, providing consultative sales solutions tailored to client requirements.
- Employed effective negotiation techniques to close deals while maintaining healthy profit margins.
- Collaborated closely with the production and logistics teams to ensure timely delivery of products.
- Conducted thorough market research to identify new trends and competitor strategies, enabling the company to launch successful, market-relevant products.
- Ensured all digital marketing activities complied with industry regulations and maintained consistent brand messaging across all platforms.
- Gathered customer feedback on products and relayed it to the R&D team, leading to product improvements and enhanced customer satisfaction.

Creative Content Writing Intern

Metrixo Digital | April 2020 - September 2020

- Crafted compelling blog posts, articles, and marketing copy that resonated with the target audience and adhered to brand guidelines.
- Conducted thorough research to ensure the accuracy and relevance of content, incorporating credible sources and citing references appropriately.
- Edited and proofread content for grammar, style, and consistency, maintaining a high standard of quality for all published materials.

EDUCATIONAL BACKGROUND

Qualification	Organization	Board/ University	Passing Year	Percentage
PGDM (Marketing)	International Insitute of Business Studies	AICTE	2021	76.95
B.Com (Marketing)	Salt Brook Academy	Dibrugarh University	2016	60.38
12th	Salt Brook Academy	AHSEC	2013	61.2
10th	St.Stephen's High School	SEBA	2011	60

ACADEMIC AND NON-ACADEMIC PROJECTS

- Completed Summer Internship Project in International Institute of Business Studies (2020)
- Planned and executed 8 events in Salt Brook Academy (2013-2016)
- Anchored 2 major events in Salt Brook Academy (2013-2016)
- Completed a key Academic Research and Analytical Project at Salt Brook Academy (2016)

ACADEMIC ACHIEVEMENTS

- Scholarship by International Institute of Business Studies (2019)
- Scholarship by Assam Government under the Abhinandan Scheme (2019)
- Honored by a regional students union for good academic performance (2013)
- Received a laptop from the Assam Government for good academic performance (2011)

CERTIFICATIONS

- 1) Advanced Digital Marketing with A.I. - Kallada Academy
- 2) Digital Marketing Certification - Digital Prabhu
- 2) Excel Pro – Computer Education Centre
- 3) Certification in Tally - District Computer Centre

NON ACADEMIC ACHIEVEMENTS	<ul style="list-style-type: none"> • Volunteered in corona awareness campaigns by Rotaract Club of Uptown, Bangalore (2020-2021) • Volunteered in charity events conducted by Salt Brook Academy (2013-2016) • Volunteered in social events conducted by the Rotary Club of Dibrugarh (2013-2016)
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KEY AREAS OF INTEREST	Marketing Management, Digital Marketing, Sales, Content Writing, Search Engine Optimization, Social Media Marketing
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SOCIAL WORK

<p>ROTARACT MEMBER</p> <p>Rotaract Club of Bangalore Uptown July 2020 - December 2020</p> <p>KEY ACHIEVEMENTS</p> <ul style="list-style-type: none"> • Collaborated with fellow Rotaract members during COVID-19 to identify vulnerable individuals and families. • Organized and participated in numerous distribution drives for food packages, hygiene kits, and essential supplies to marginalized communities. • Established partnerships with local businesses and non-profit organizations to amplify the impact of our initiatives. • Leveraged social media and online platforms to launch successful fundraising campaigns, generating resources to fuel our COVID-19 relief projects. <p>SKILLS GAINED</p> <ul style="list-style-type: none"> • Adaptability: Thrived in an ever-changing environment, showcasing the ability to modify strategies and approaches as circumstances evolved. • Team Collaboration: Worked closely with diverse teams, demonstrating effective communication and coordination skills to achieve common goals. • Project Management: Successfully planned, executed, and monitored various projects simultaneously, ensuring timely completion and maximum impact. • Empathy: Developed a deep understanding of the challenges faced by marginalized communities and honed the ability to empathize and provide meaningful support. • Crisis Response: Acquired experience in responding to crises, making swift decisions, and assisting those in need.
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