

Adhiraj Kashyap

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Experienced Digital Marketing Manager with extensive experience building, maintaining, and running successful digital marketing campaigns. Bringing forth years of valuable industry experience and expertise in identifying and implementing the most effective marketing methods and tools to achieve success. Pragmatic and result oriented, I am determined to build market presence in the next company I join.

Work Experience

Founder & CEO

Jamrio Technologies Pvt. Ltd. - Bengaluru, Karnataka
November 2022 to Present

Jamrio is an on-demand marketplace app for musicians – the ultimate platform for booking creative spaces and accessing a range of essential services for the modern musician. Our app is designed to provide a seamless and comprehensive experience for musicians, offering a one-stop-shop for all your needs.

Campaign Specialist

Ahaguru Education - Bengaluru, Karnataka
May 2022 to November 2022

- Managed end-to-end integrated marketing campaigns for Facebook and LinkedIn campaigns
- Executed metrics and analyzed campaign results in order to implement improvements for other campaign
- Responsible for overall revenue growth and implementation of the campaign budgets of upto u 60 Lakhs Per month and achieved maximum ROAS of 3.2.

Digital Marketing Manager

Flipsyde Media LLP
June 2021 to April 2022

- Lead the marketing team in designing and implementing online advertisements for products and services offered by the company.
- Identified and planned opportunities to improve client campaign performance.
- Tracked, analyzed, and reported data on digital marketing campaign performance.

Operations Manager

UrbanClap - Bengaluru, Karnataka
February 2021 to May 2021

Roles and Responsibilities-

1. Handling daily tasks and operations.
2. Handling profiles of workers and updating them.
3. Calling customers for feedback collection.

Business Development Intern

ELEGANCE ENTERPRISES - Bengaluru, Karnataka

January 2021 to February 2021

Roles and Responsibilities-

1. Marketing of luxury real estate in Bangalore
2. Organizing visits for clients to luxury projects and getting involved in negotiations
3. Handling HNI clients from start to end with support from team leaders
4. Learning the basics of real estate

Human Resource Intern

SPECTRUM EDUVENTURES

June 2020 to December 2020

Roles and Responsibilities-

1. Coordinating with the team in the ongoing operational HR work
2. Working with the team in the onboarding process
3. Preparing presentations and reports in Excel and Word
4. Working on documentation and handling HRIS

Business Development Intern

TIRUAL BORTMAN TEA ESTATES PVT. LTD

October 2019 to March 2020

Roles and Responsibilities-

1. Identify new opportunities by conducting market research
2. Generate reports on marketing and sales metrics
3. Contribute to collaborative efforts and organize promotional events
4. Manage daily administrative tasks

Education

Bachelor's in BMS International Marketing

JAIN UNIVERSITY Bangalore - Bengaluru, Karnataka

2018 to 2021

South Point School - Guwahati, Assam

2017

International School - Guwahati, Assam

2015

Skills / IT Skills

- Digital Marketing (2 years)
- Administration (2 years)
- Google AdWords
- SEO
- SEM

- Email marketing
- Google Analytics (2 years)
- Facebook Ads (2 years)
- Google ads (1 year)
- LinkedIn Ads (1 year)
- Communication skills
- Copywriting
- Adobe Premiere
- Adobe Creative Suite
- Adobe Photoshop
- English
- Microsoft Word
- Google Docs
- Marketing
- Salesforce
- Social media marketing
- E-Commerce
- WordPress
- Analysis skills

Awards / Achievements

NON-PROFESSIONAL PROJECTS

- A volunteer for WAVELENGTHS, responsible to manage the event and artists.
- Lead a small team that used to promote events on digital platforms.
- Worked with URBAN YOUTHNATION and lead the artist management team for their events and seminars.