

ABHI BHARTI

DIGITAL MARKETING SPECIALIST

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11/15 Queen Mary Avenue, New
Lynn, Auckland, New Zealand

PROFESSIONAL SUMMARY

Highly skilled and results-driven digital marketing professional with a track record of success in creating and executing comprehensive marketing strategies. Adept at leveraging a diverse skill set to drive online and offline marketing campaigns. Experienced in web development, content creation, social media management, and SEO. Proven ability to deliver impactful results and foster meaningful relationships with cross-functional teams.

EXPERIENCE (FULL-TIME)

New Zealand College of Chiropractic, Auckland, New Zealand *March 2023 - present*
Digital Marketing Coordinator

- Lead and implement a dynamic digital marketing strategy to engage, nurture, and expand the target market.
- Proficiently produce video content, from conceptualization to filming and editing, utilising cutting-edge green screen technology.
- Create compelling content for the website, social media, and email marketing campaigns, accompanied by performance reports.
- Establish and maintain relationships with the strategic leadership team, admissions team, and marketing & communication specialists.
- Spearhead website development, SMS marketing, email automation, Google Data Studio, and Facebook Ads Manager initiatives.
- Apply SEO techniques to enhance online visibility.

Divers Group Limited, Auckland, New Zealand *January 2020 – February 2023*
Digital Marketing Specialist

- Managed and maintained the company's e-commerce website, built on WordPress/WooCommerce, ensuring up-to-date content.
- Oversaw Google Ads, Facebook/Instagram, YouTube, and LinkedIn accounts, adhering to a well-structured content calendar.
- Developed and executed comprehensive traditional and digital marketing strategies, proposing recommendations aligned with company goals.
- Consistently engaged subscribers through targeted email marketing campaigns.
- Designed and generated content, visuals, video ads, and other marketing creatives for both online and offline channels.
- Conducted SEO activities to improve website ranking in SERPs.

Vocal Saints, Wellington, New Zealand *Nov 2020 - Dec 2020*
Content Specialist Intern (unpaid)

- Updated and maintained the WordPress website as needed and crafted various content, such as PDF documents, website materials, and social media content.

EXPERIENCE (PART-TIME)

Action Outdoors Limited, Auckland, NZ
E-commerce & SEO Assistant

April 2019 – June 2019

- Contributed to website development, maintained SEO-optimized content, and played a vital role in enhancing online sales through SEO strategies.

EXPERIENCE (OVERSEAS)

Pride Web Solutions, India
Digital Marketing Sales Consultant

June 2015 - September 2017

- Gathered client requirements and created comprehensive briefs while delivering exceptional customer service and tailored marketing solutions.
- Cultivated client relationships, delivering prompt and professional support, and maintained transparent communication, including detailed monthly reports, to facilitate discussions on potential add-on services.

SKILLS

**Communication | Presentation | Customer Service | Teamwork |
Leadership | Client account management | Analytical skills**

- Web Development: HTML/CSS, PHP, JavaScript
- Content Creation: Adobe Photoshop, Canva, Adobe Premiere Pro, Powtoon, Splice Video Editor
- Advertising Platforms: Facebook Business Manager, LinkedIn Ads Manager, Google Ads Platform
- Analytics: Google Analytics (GA4), Google Search Console, Google tag manager, Facebook pixel, LinkedIn insights
- Certifications: Google AdWords Fundamentals, Hootsuite Platform Certification
- Email Marketing: Mailchimp, Active Campaign, Snoiv.io
- Marketing Automation: Act-On, Zapier Automation, Burst SMS
- Other: Sugar CRM, Videography, Google Shopping and more

EDUCATION

NZIE, Takapuna, Auckland, New Zealand
Graduate diploma in digital marketing level-7
completed: 2018

Lovely Professional University - India
Bachelors of Technology in Computer Science
completed: 2017