

# SAHIL BHASIN

## Digital Marketing Specialist & Growth Hacker

### PERSONAL PROFILE

I'm an energetic marketer and a solution provider with years of extensive experience in digital marketing. I help my clients to dominate the marketplace, and turn their dreams into a successful reality; be it small businesses, start-ups, or solopreneurs.

### ACHIEVEMENTS

- Increased customer satisfaction rate within 3 months of employment at The Himalayan ROI.
- Revamped The Himalayan ROI's social media accounts, improving user engagement by over 60% on Facebook, Instagram, and LinkedIn.
- Revamped the copy for the The Himalayan ROI's website, increasing conversions by 20%.
- Worked as a single point of contact for over 20+ clients, answering all their requests and questions in a timely manner.

### SKILLS & COMPETENCIES

- Market Research
- Digital Marketing
- Paid Social Media Marketing
- Email Marketing
- Search Engine Optimization
- Content Marketing Strategy
- Strategic Planning
- Brand Building
- Good time management skills with the ability to meet tight deadlines
- Keen eye for detail
- Artistic and creative eye

### EDUCATION

#### CHANDIGARH GROUP OF COLLEGES

Bachelor of Engineering (Mechanical), 2015

### CONTACT

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### WORK EXPERIENCE

#### CO-FOUNDER

##### **BrownCraftman | (2015-2017)**

- A concept totally different from Olx. Olx has a tag line "Bech dal", but we have a tag line "Refurbish Kar dal". BrownCraftman not only refurbishes, but also gives new perspective to the overall design of the furniture.

#### DIGITAL MARKETING SPECIALIST AND GROWTH HACKER

##### **The Himalayan ROI | 11/2017- 10/2019 Chandigarh, India**

- Guided and overseen the work of graphic designers, video production and other members of the marketing team for managing online brand and product campaigns to raise brand awareness. Professional experience in advertising, marketing or promotions.
- Utilizing a range of online marketing techniques including paid search, SEM, mobile marketing, and evaluating customer research, market conditions and competitor data, and user inputs creating more acquisition, retention and engagement.
- Provided inputs towards improving the usability, design, content and feature of the company website and mobile app to optimize user experience.
- Collaborate with agencies and other vendor partners.

#### DIGITAL MARKETING SPECIALIST

##### **Imperfector | February'20- Present**

- Contributed a level of insight to the projects and marketing campaigns, whilst maintaining close relationships with key participants to drive and develop the overall approach to new business opportunities.