

Ashish Mohapatra

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CAREER OBJECTIVE

To secure a challenging position in a reputable organization to expand my learnings, knowledge and skills secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.

EDUCATION

Degree	Institution & University	Year of Completion
Master of Business Administration (Marketing,Operation)	Ganesh Institute of Management Studies (GIMS), Biju Patnaik University of Technology, Bhubaneswar, Odisha	2023
Bachelor of Technology (Electrical ,Electronics)	Rajdhani Engineering College (REC), Biju Patnaik University of Technology, Bhubaneswar, Odisha	2019
Diploma in Electrical Engineering	Nilachal Polytechnic, Bhubaneswar, Odisha	2015
Matriculation	Gadeswar School, Odisha	2011

PROFESSIONAL QUALIFICATION

Digital Marketing Trainee

Dizital Square, Jan 2023

- Search engine optimization (SEO) to increase organic traffic.
- Planning and running Google Ads and Facebook Ad campaigns.
- Social media optimization (Facebook, Instagram, Twitter, LinkedIn).
- SEO-optimized content writing.

- Proficient in Google Analytics for tracking and reporting website traffic; experienced in off-page and on-page SEO strategies.
- WordPress theme customization and plugin installation.
- Image, PDF, Word, PPT, and infographic submissions for SEO.
- Conducting SEO audits.
- Running Facebook Like campaigns for business pages.
- Social media planning, posting, editing, and keyword research for top search engine rankings.
- Skilled with digital marketing tools such as Canva, SEMrush, and Google Analytics.

WORK EXPERIENCE

Prelude Novel Venture

Social Media Associate

Jan 2024 – March 2025

- Managed end-to-end social media marketing strategies across platforms (Google, Meta, LinkedIn).
- Developed and executed content strategies using tools like Keyword Planner and Answer the Public.
- Designed and iterated prompts using advanced AI tools (GPT, Deep Seek, Perplexity) for content generation.
- Managed campaigns with Meta Suite, Sprout Social, Buffer and HubSpot to optimize engagement and search visibility.
- Led campaign strategy, content writing, and visual design using Canva and Adobe Firefly.
- Ran dynamic and lead-focused Facebook Ads, and managed Google Ads (Search, Display, Performance Max, Demand Gen).

Generes

Digital Marketing Executive (DME)

July 2023 – Dec 2024

- Oversaw social media marketing and content creation for brand visibility and lead generation.
- Planned and executed Google Ads and Facebook Ads campaigns (including Dynamic, Lead, Performance Max, and Demand Gen).
- Utilized AI tools for content ideation and prompt engineering.
- Conducted keyword research and trend analysis to inform digital strategies.
- Managed, scheduled, and analyzed campaigns using Meta Suite, Sprout Social, and HubSpot. Buffer ,Notion

BYJU'S

Center Sales Associate (CSA)

Jan 2022 – June 2023

- Managed presales, direct sales, and end-to-end sales processes.
- Drove business development and implemented payment solutions.
- Maintained customer relationships using LeadSquared CRM.

ISERVEU

Enterprise Sales Consultant (ESC)

Jan 2021 – Dec 2022

- Provided consulting on banking infrastructure and payment systems.
- Delivered CRM and service management solutions for retail banking clients.
- Specialized in IT sales and payment gateway solutions.

ERD Technology – Premium Mobile Accessories

Business Development Executive (BDE)

June 2019 – Dec 2020

- Led presales, direct sales, and business development initiatives.
- Implemented payment solutions and managed end-to-end sales cycles.

COMPUTER PROFICIENCY

- Post Graduate Diploma in Computer Application
- Microsoft Word, Excel, PowerPoint, Google Sheets

LANGUAGE PROFICIENCY

- English
- Hindi
- Odia

PERSONAL INTERESTS

- Travelling
- Content Creation
- Exploring Marketing AI Tools

PERSONAL DETAILS

Detail	Information
Father's Name	Sarat Barik
Date of Birth	30th October 1995
Marital Status	Unmarried
Gender	Male

DECLARATION

I, Ashish Mohapatra, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Place: Bhubaneswar

Signature: _____