ABHISHEK BIJALWAN

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WORK EXPERIENCE

◆ **DESIGNER & MARKETEER**
BUDDHITST EMBASSY, OTTAWA, ONTARIO

Created Brand Guidelines including Logo, Typography and Color Scheme.

Developing a Website with the best user experience.

Creating Promotional and motion videos for Social media channels.

Created business cards, letterhead and banners for Sirin Park Lanka.

◆ **MARKETING/COMMUNICATIONS**
ALGONQUIN COLLEGE, OTTAWA, ONTARIO

Created videos for the event from a quick registration process and news about the event.

Designed and the official logo, that was used on all communication collateral for the event.

Developed, designed, and managed the official event website, from website layout, content creation,

and analysing on the website.

Designed and developed all the marketing materials for the event, from content creation, online

posters, event newsletters, online flyers, and online tickets

Develop, designed, and managed all posted contents related to the event, sponsors, partners, and

charity on all social media posts.

◆ **E- COMMERCE ASSITANT / DESIGNER**
WOWTRENDY PRIVATE LIMITED, NOIDA , INDIA

Uploading and profiling Products on the company website and referral sites like Amazon, Flipkart,

Kraftly and Snapdeal.

Designing website banners, building landing pages and creating promotions.

Monitoring and analyzing website traffic through google analytics.

Working with the Tech team to ensure appropriate user interface.

Keeping up to date and constantly providing ideas to optimise the user journey.

Targeting Customers and Existing users by Email campaigns using Mailchimp.

Reporting sales performance on referral websites like Amazon, Flipkart and Karftly etc.

Creating Monitoring Google and Facebook adverts.

3d Exhibition designing and Execution for sale in trade fair.

◆ **GRAPHIC DESIGNER**
National Center of Design & Product Development, INDIA

Designed Brochures, Banner, and posters for events.

Architectural Visualization and Exhibition Designing in Autodesk Max and Sketchup.

3D product designing and rendering in Autodesk Max and Vray.

Actively worked on designing and drafting reports about craft documentation on several crafts.

◆ **DIGITAL MARKETING KNOWLEDGE**

Monitored and analyzed revenue generation from website traffic information via

Google Analytics and similar tools.

Having good knowledge in Social Media Marketing.

Campaign Management (paid &Organic).

Have good understanding in Search Engine Optimization(SEO) & Search Engine Marketing (SEM).

Email based marketing campaigns Creation and execution of SMS.

End to End execution of marketing projects and campaigns, including ideation, creation of collaterals,

distribution of collaterals in various media and measurement and analysis of impact.

Logo and banner designing, Video Editing and uploading on Media channels.

Motion Videos for all media channels.

EDUCATION

◆ **EVENT MANAGMENT |GRADUATE CERTIFICATE**
ALGONQUIN COLLEGE, OTTAWA , ONTARIO

◆ **INTERACTIVE MEDIA MANAGEMENT |GRADUATE CERTIFICATE**
ALGONQUIN COLLEGE, OTTAWA, ONTARIO

◆ **MARKETING FOUNDATION | CERTIFICATE**
INSTITUTE OF CHARTERED FINANCIAL ANALYSTS OF INDIA

◆ **BACHELORS IN MULTIMEDIA AND 3D ANIMATION**
IGNOU - THE PEOPLE'S UNIVERSITY, INDIA

CERTIFICTONS

◆ **DIGITAL MARKETING CERTIFICATION COURSE**
DELHI , INDIA

◆ **SEO FOUNDATION**
LINKEDIN LEARNING

◆ **GOOGLE ANALYTICS**
LINKEDIN LEARNING

◆ **33 LAW OF TYPHOGRAPHY**
LINKEDIN LEARNING

SKILLS

Graphic Designing.

Website designing and development on WordPress.

Product Profiling and Making e-commerce ready including photo editing

and product description.

Search Engine Optimization.

Social Media Marketing.

Email marketing (Mail Chimps).

3d product Visualization.

UX Design.

Motion Video and Video Editing.

Photography.

SOFTWARES

Sketch up

HTML & CSS for Website

WIX website developer

Adobe premiere pro & Adobe After Effects

Adobe Photoshop, Adobe Indesign & Adobe Illustrator

WordPress and Other Plugins (Ex- Yoast Seo, themes)

Adobe XD and Figma

MS Office 2007-2013(Word, Excel, Power Point & Outlook)

Autodesk Max (3D modeling software) Along with Vray

Product Profiling in Various platforms like Amazon, Ebay & Novica etc