



# AKASH RAJ BS

## CAMPAIGN ANALYST 2, EPSILON

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### WHO I AM

*"Do something you are passionate about because it won't feel like work. This way you will work harder and longer."*

- Neil Patel

### About Me

- Creative and knowledgeable Digital Marketing with an extensive experience in developing data-driven marketing campaigns & strategies, successfully managing marketing teams, & monitoring performance of the campaigns.
- Marketing Management Professional with excellent communication/leadership skills, great time management abilities & strong attention to detail.
- I own Ballari Youth Junction SM page
  - 26k followers in Facebook &
  - 5k followers in IG with 4.6 Star rating.

### Languages

English | Hindi | Kannada | Telugu

### Awards & Achievements

- Ballari ACP recognised my Facebook page "Ballari Youth Junction" as the most popular social media page.
- 2015 National Level Techno-Cultural Fest Short Filmmaking Winner.
- Silver medal for a national level presentation at the Assam, NCC, National Integration Camp.
- N.C.C (National cadet corps) 'B' Certification holder with JUO Rank.
- Associated with the patriotic book project on Lokamanya Tilak's Historical speeches.

### Education

- 2023** MBA in Marketing NMIMS
- 2022** Diploma in Business Management - NMIMS
- 2016** Bachelor of Business Management (BBA)

### MY EXPERIENCES

#### Work Experiences

- ▲ **Epsilon (Publicis Groupe)**  
**Campaign Analyst 2**  
(2021 – Present)
- ▲ **Swedish ME Steel & MENA Speakers**  
**Senior Digital Marketing Specialist**  
(2019 - 2021)
- ▲ **Paul Writer**  
**Digital Media Specialist**  
(2018 - 2019)
- ▲ **Infosys**  
**Underwriter**  
(2017 - 2018)

#### Industries

IT | SAAS | Education | Banking & Finance  
Travel & Hospitality | Metal & Mining  
industry | B2B advertisement agency | B2C

#### International Experience



India | UAE | European countries  
APAC | Srilanka

#### Clients Handled



#### Recognitions

- Epsilon
  - Q2, Q3 & Q4 Quality rockstar
  - Going The Extra Mile "GEM" Award in extensive of ownership in managing Campaigns for Client.
- Swedish ME Steel
  - Promoted to Senior within a 1 year in
- Infosys
  - Within six months, I internally promoted from the doc review team to the underwriter team (Final decision maker of the process).

### MY SKILLS

#### Technical Skills

- Website design, build & analytics
- Marketing automation
- Search and Display ads
- Social Media Ads (Facebook & LinkedIn)
- Creating Analytics report & optimization
- Budget planning
- Lead Generation & retargeting strategy
- Content Management
- PR and Communications
- Influencer Marketing
- Audio/Video editing
- SEO (On page & Off page)

#### Tools known

- Wordpress
- Google Analytics
- Adobe Analytics
- Similarweb
- Meta Ads
- Hubspot CRM
- PCM (Cloud based)
- SalesForce (SFMC)
- Mailchimp
- Hootsuite
- Mapp engage -Kenscio
- Socialpilot
- Animaker
- Canva
- Wondershare
- Heatmap
- GTM
- Hotjar
- GTmetrix
- Google Ads
- SEMrush
- Ubersuggest
- Sprinklr
- AWS SES
- Shopify
- Adobe Campaign
- Google Ads
- Sales Nav LinkdIn
- HTML
- Adobe Suite
- Surveymonkey
- EditPlus

- Website build 30+**
- Database handle 10 MM+**
- Webinars 70+**

- Events/Seminars 10+**
- Campaign Budget 20 Lakh/month**
- B2B B2C**

#### Certifications

- Social Media Marketing
- Email Marketing
- Google Analytics for Beginners
- Advance Google Analytics
- Google Adwords
- Snapchat Ads certification





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### Clients Handled

Oracle | IBM | LinkedIn | Microsoft | Adobe | Wipro | Manipal Prolearn | JPMorgan | Citibank

## WORK EXPERIENCES

### ▲ Epsilon (Publicis Groupe) Campaign Analyst 2 (2021 – Present)

### ▲ Swedish ME Steel & MENA Speakers Senior Digital Marketing Specialist (2019 - 2021)

### ▲ Paul Writer Digital Media Specialist (2018 - 2019)

### ▲ Infosys Underwriter (2014 - 2017)

- Building platform related solutions for full service customers.
- Participate in Client meetings, manage Client mailing calendar, design templates, asset review, campaign creation, database segmentation (audience segmentation), internal UAT, oversee external UAT, change management, manage approval process, reports generation, QA, campaign scheduling, post deployment validation, creating analytics report.
- Training new employees to achieve performance objectives.
- Awarded Employee of the Q2, Q3 Quality Rockstar & GEM award for performing great work.
- Work with the content and design teams to create content, PPC and integrated landing pages
- Use of online resources to generate leads (emailing, newsletters, eBooks..)
- Research, develop & manage all aspects of influencer campaigns, including outreach, contract negotiation and campaign tracking
- Maintains and monitors paid search campaigns, keyword bids, account for daily and monthly budget caps, impression share, quality score and other important account metrics
- Develop and optimize website SEO in detail to identify on-page, off-page strategies and perform content maintenance and updates.
- Increased organic traffic with 43% and reduced bounce rate with 22%
- Managed Paid & Organic campaigns in social media channels and tracked performance including followers, views, engagement and Community management
- Paid campaign in Facebook, Instagram & LinkedIn (Lead generation, Traffic & retargeting campaign)
- Increased email campaign open rate and database by 45% and handling 20k database
- In collaboration with the Marketing team, execute a multi-segment email marketing strategy designed to acquire, qualify and convert
- Analyzed consumer behavior to guide website content and design for optimal digital customer experience. (Tools: Google Analytics, Heatmap, Similarweb and more..)
- Tracked organic and paid search traffic using a combination of Google Webmaster Tools, Google Analytics, Facebook Insights.
- Learn, baseline and implement best practices; ensuring CAN-SPAM compliancy, optimized for mobile devices, timing and frequency, segmentation and personalization strategy, and craft great email copy
- Manage multiple websites analytical reports for Paulwriter, Oracle #letstalkCX, Manipal Pro Learn Talent Chronicles, LinkedIn APAC DIGI 100 and Adobe FAST100 websites.
- Maintaining 80k database in Hubspot and Increased database by ^ 45%
- Managed email marketing & weekly newsletter campaigns for Manipal pro learn and IBM cloud storage.
- Paid and organic campaign drive for events, webinars and eBook promotions
- Handling 5 online pages and 10 groups in all Social Media Channels.
- Run lead generation ad campaign and strategies for 7 seminars & 40 webinars.
- Coordinate various email campaigns, including the template designs, calls-to-action, and content used in our email sends
- Managed influencer marketing campaigns across multiple verticals, including travel and hospitality, retail, finance, technology, and consumer goods
- Build and manage website, Job portal and landing pages for webinars, roundtable and events
- On page and off page seo optimization.
- Monitoring and tracking the performance of SEO campaigns, including site traffic, banner advert performance and back links.
- Designing - Whiteboard animation, Magazine creation, social media posters, eBooks Video editing and promotional posters in Canva & Adobe suite.
- Worked on US mortgage process as Underwriter.
- Within six months of working on the floor, I was internally promoted from the doc review team to the underwriter team.