

# Abhishek Roy

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## EDUCATION

### Conestoga College

Post Graduation in Strategic Marketing Communications (GPA: 3.68)

Kitchener, ON

Graduation Date: Apr 2025

## WORK EXPERIENCE

### SHARP Electronics of Canada Ltd

Marketing Assistant

Mississauga, ON

Jun 2024 - Mar 2025

- Developed, scheduled, and published engaging social media content (videos, reels, carousels) for LinkedIn, Instagram, and Facebook, resulting in a 46% increase in LinkedIn followers and 30% boost in engagement.
- Coordinated daily marketing tasks, managed content calendars, and tracked project plans to ensure seamless execution of brand deliverables for 5 concurrent campaigns.
- Maintained daily updates of website content, including blogs, bios, product images and meta tags that improved brand consistency and relevance across 50+ pages, contributing to a 30% increase in user engagement.
- Designed print and digital promotional materials, including flyers, sales infographics, office and store digital signages using Adobe Creative Suite, maintaining brand consistency across all channels.
- Supported event marketing initiatives by creating promotional and corporate content for social media coverage.
- Generated weekly and monthly analytics reports on social media and website performance using Buffer, Semrush & GA4 to provide actionable insights for improving engagement.

### dox2U (Saas)

Executive- Digital Marketing & SEO

India

Apr 2022 - Nov 2022

- Developed and executed strategic digital marketing campaigns, managing project timelines and collaborating with cross-functional teams to achieve campaign objectives.
- Conducted in-depth keyword research and implemented SEO best practices, resulting in a 30% increase in targeted organic traffic.
- Managed and optimized HubSpot CRM for targeted outreach, segmentation, and campaign tracking.
- Delivered monthly performance reports and data-driven recommendations to project stakeholders, supporting continuous improvement in campaign strategy.

### Wishes and Blessings NGO

Digital Marketing Consultant

India

Jul 2021 - Dec 2023

- Led the creation and execution of content plans for social media, website, and e-newsletters, generating 50,000+ monthly website clicks and a 40% increase in online engagement.
- Developed and distributed engaging newsletters and email marketing campaigns, supporting donor engagement and program awareness.
- Designed branded visual assets and short-form video content to support fundraising and outreach initiatives.

## SKILLS, CERTIFICATIONS & TOOLS

**Skills:** • Social Media Management • Email Marketing • Website & Content Management • Strong Organizational & Time Management Skills

**Certifications:** SEO Certified (*Hubspot*), Digital Marketing (*Google*), GA4 Essentials (*LinkedIn*), Facebook Ads (*Udemy*)

**Tools:** • Photoshop • InDesign • Canva • Buffer • Asana • Wordpress • Hubspot • MailChimp • GA4 • GSC

## LEADERSHIP EXPERIENCE

### Conestoga College- Volunteer Head

• College Tour Volunteer & Guide

Kitchener, ON

Jan 2024 - Jan 2024

- Resolved queries related to SIN, device pickup, library, games and activities