



AKHILESHSAN P

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EDUCATIONAL QUALIFICATIONS

Class X, CBSE	SJN International School, Coimbatore	76%	2016
Class XII, CBSE	SJN International School, Coimbatore	76.40%	2018
Under Graduate	Jain University, Bengaluru	71.50%	2021
Post Graduate	Christ University, Bengaluru	68%	2023

CAREER OBJECTIVE

Results-oriented performance marketing specialist with a proven track record of increasing conversions and reducing acquisition costs through strategic campaign management. Eager to utilize my skills in PPC, audience targeting, and A/B testing to deliver measurable improvements in sales and marketing outcomes. Passionate about continuous learning and staying ahead of digital marketing trends.

SKILL SETS

Professional skills

- Search Engine Marketing (SEM)
- Social Media Advertising (Facebook, Instagram, LinkedIn)
- Google Analytics and Google Ads
- Data Analysis and Reporting
- Budget Management

Personal skills - Leadership, Communication skills, Time management, Handle pressure.

WORK EXPERIENCE

TATA POWER	Administration – Performance Marketing	<i>June'23 – Present</i>
<ul style="list-style-type: none"> Developed and executed performance marketing strategies across multiple channels, resulting in a 30% increase in conversion rates. Managed a 1cr annual advertising budget, optimizing spend to maximize ROI. Conducted thorough data analysis to inform campaign adjustments, leading to a 25% decrease in CPA (Cost Per Acquisition). Implemented A/B testing protocols, improving ad performance and landing page effectiveness by 20%. Collaborated with creative teams to produce high-quality ad creatives that boosted engagement by 15%. Coordinated with the sales team to align marketing strategies with business objectives, ensuring quality leads been passed down and meeting TAT targets. 		

INTERNSHIP/VOLUNTEER EXPERIENCE

Grami Superfoods	Administration – Marketing and sales	<i>May'22 – July'22</i>
Collaborated with clients to understand their product positioning and implemented a new campaign for use in ad copy based on consumer behavior. I was involved in Instore sales and promotional strategies in several retail outlets. I had an opportunity to sharpen my negotiation and communication skills and learned to better understand the customer needs.		
Arrow Fashions, Tirupur	Administration - Production In-charge	<i>May'20 – Aug'20</i>
Connected with the workers and ensured that the production is as per the buyer's approval sample, and also made sure the shipment is on time without any mistakes.		
Skill vertex, Bangalore	Administration -Business Development Intern	<i>March'21 – April'21</i>
Ensured that the sales met the needs of the customers, as well as that the services provided were beneficial. I was involved in lead generation, Email Marketing, content creation, social media marketing, and B2C sales.		

POSITIONS OF RESPONSIBILITY

CHRIST UNIVERSITY(MBA)	1) Digital Campaign	<i>March'22– April'22</i>
	Casagrand - Understanding the needs of the organization and help to develop a digital marketing plan.	
	2) Live Project	<i>Jan 22– March'22</i>
	Ampersand Beverages - Entrepreneurial mindset, receptive to the challenges that come with working for a small business, strong ambition and inventiveness to work and learn about their industry.	
JAIN UNIVERSITY(BCOM)	3) Social concern project	<i>Jan 22'– March'22</i>
	Espeeyare Enterprises - This project discusses Espeeyare enterprises' business opportunities and strategies, as well as the solution offered to improve the company's business opportunities.	
	4) Organization Structure Training	<i>Sep 21'– Dec'21</i>
	ACC LIMITED – Gained some first-hand familiarity with an organization's tasks and responsibilities.	
JAIN UNIVERSITY(BCOM)	Class Representative	<i>Jun'18 – Nov'18</i>
	<ul style="list-style-type: none"> Acted as a figure head in representing the student's issues back directly into the departments, listened to students as well as the teachers which helped me in effective decision making. 	
	Captain, department cricket team	<ul style="list-style-type: none"> Trained the team for intra-college tournament for consecutive years.

SJN INTERNATIONAL SCHOOL	House Captain, SJN International School	<i>June'16– Mar'17</i>
	<ul style="list-style-type: none"> ▪ Took the responsibility of bringing unity in the team and have worked hard for developing relationships among the team and brought out the talents ▪ Motivated and have guided them in achieving the common goal. Under my captainship, Won sports trophy 	
	Event organizer, Founder's Day, SJN international school	<i>Dec'16</i>
	<ul style="list-style-type: none"> ▪ Organized a very grand event of the school and we were the pioneer in conducting number of activities ▪ Guided and motivated captains of various clubs and improved the outcome of those events 	

ACADEMIC & CO-CURRICULAR ACHIEVEMENTS

▪ Certified for completing Google Seach/Discovery/Display with Google Skillshop.	2023
▪ Certified for completing Facebook blueprint and LinkedIn	2023
▪ Certified for completing Global Financial Markets and Instruments with Coursera	2020
▪ Certified for completing Microsoft Excel – Beginner to Advanced online course with Udemy	2020
▪ Certified for completing Price Psychology and Market Research and Consumer Behavior online course.	2020
▪ Awarded as the "Most Improved" speaker in TOAST MASTER , which is an initiative to bring oratorical skill on stage	2018
▪ Awarded the " Promising Player " for all-round performance, out of my team member.	2016

EXTRA-CURRICULAR ACTIVITIES

Sports	<ul style="list-style-type: none"> ▪ Represented COIMBATORE DISTRICT in under-16 category twice for Inter District Cricket Tournament, 2015, 2016 ▪ Runner up of South Zone Super Nine cricket championship in under- 19 category organized by Rajiv Gandhi National Institute of Youth Development, 2012
Interests	<ul style="list-style-type: none"> ▪ Investing in stock market, Live concerts, Fitness, Agriculture, Music Entertainment.