

ABHIK SAO

Digital Marketer & Travel Enthusiast

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ABOUT ME

I am an enthusiastic learner with a growing passion for Digital Marketing, skilled in areas like social media, content writing, affiliate marketing, and campaign strategy. I've completed beginner-level certifications and enjoy applying my knowledge in real projects. I also have a strong interest in the Travel & Tourism industry, which inspires my creativity and communication.

WORK EXPERIENCE

Independent Business Associate – Digital Marketing and Network Marketing (FOREVER)

2022–2024

Developed expertise in Communication, Presentation, Sales, Customer Relationship Management, Team leadership, and Personal Branding through hands-on experience in network marketing with Forever Living Products.

- Promoted and sold wellness and lifestyle products through online and direct sales.
- Closed over 30+ sales while building a contact base of 2,500+ individuals.
- Strengthened skills in communication, persuasion, and customer engagement.
- Conducted follow-ups, client consultations, and basic team-building activities.

PROJECTS

Affiliate Marketing Campaign

2024–2024

- Executed promotional strategies for affiliate products through social media and WhatsApp groups.
- Achieved 20+ confirmed sales using content-driven marketing and product trust-building.

Growmo Finance Campaign (Demate Onboarding)

2024–2025

- Collaborated with Growmo's finance affiliate program to onboard customers to trading platforms.
- Opened 15–20 demate accounts, guiding users through the KYC and sign-up process.
- Educated clients on stock market basics and digital investment tools.

EDUCATION

J.K. COLLEGE, S.K.B.U

2021–2025

Bachelor of Commerce (Honours) Percentage – 57.27%

MANBHUM VICTORIA INSTITUTION

2019–2021

12th (Higher Secondary) Percentage – 61.0%

SKILL

- Excellent Communication and Customer Service Skills
- Presentation Skills
- Meta Ads
- SEO – Search Engine Optimization
- Problem-Solving and Critical Thinking
- Adaptability and Team Collaboration
- Google Ads
- Client Relationship Management

CERTIFICATE AND COURSE

- Diploma in Office Application and Management (DOAM)
- Diploma in Information Technology Application (DITA)
- Certificate of – Financial Accounting
- Certificate of – Digital Marketing Course, LearnVern (2025)
- Generative AI for Beginners – Simplilearn (2025)
- Power BI for Beginners – Simplilearn (2025)
- Business Intelligence for Beginners – Simplilearn (2025)