

AKASH BANDARY K

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SUMMARY Results-driven Digital Marketing Executive with 4+ years of experience in SEO, social media marketing, paid ads, and WordPress development. Proven track record of delivering 250+ websites and running successful digital campaigns across industries, including iGaming. Skilled in boosting online visibility, driving engagement, and executing data-driven marketing strategies to achieve measurable business growth.

WORK EXPERIENCE	Digital Marketing Executive Samsara Technology – Dubai, UAE	Dec 2024 – Present
	<ul style="list-style-type: none">Improved social media engagement by 60% within 6 months through tailored content strategies.Manage SEO, SMM, and Meta Ads campaigns for clients across multiple industries, including iGaming.Develop and execute marketing strategies aligned with business objectives to enhance brand presence.Conduct market research and competitor analysis to identify growth opportunities.Create and optimize social media content calendars to boost engagement and audience growth.Collaborate with cross-functional teams to ensure consistent branding and messaging across all channels.	
	Digital Marketing Executive TRS Commercial Information Services – Dubai, UAE	Feb 2022 – Nov 2024
	<ul style="list-style-type: none">Boosted client website traffic by 45% through SEO and paid ads optimization.Planned and executed SEO and paid advertising campaigns, improving the client’s website ranking and visibility.Managed social media accounts (Facebook, Instagram, and LinkedIn), including content creation, scheduling, and engagement tracking.Designed and launched custom WordPress websites for clients, ensuring functionality and SEO-friendliness.Coordinated with vendors acting on behalf of clients to deliver tailored digital marketing solutions.Supported event promotions and digital campaigns to drive traffic and conversions.	
	Freelance Web Developer & Digital Marketer Mangalore, India	Dec 2019 – Present
	<ul style="list-style-type: none">Developed 250+ WordPress websites, achieving 95% client satisfaction.Implemented SEO strategies that boosted organic rankings and traffic for small- to mid-size businesses.Ran social media and ad campaigns for freelancers, startups, and SMEs, achieving measurable ROI.	

EDUCATION

Diploma in Webdesign & Development

Jan 2019 - June 2020

Zee Institute of Creative Arts (ZICA) - Mangalore, India

- Key Subjects: Web Development, UI/UX Design, HTML, CSS, JavaScript, WordPress Development, Graphic Tools (Adobe Photoshop, Illustrator).

KEY SKILLS

- Core Marketing: SEO, SMM, Campaign Optimization, Content Marketing
- Tools & Analytics: Google Analytics, SEMrush, Google Ads
- Technical: WordPress Development, HTML, CSS, Photoshop, Canva
- SEO (On-Page & Off-Page) | Google Analytics | Keyword Research
- Content Creation & Marketing | Blog Writing | Email Campaigns
- WordPress Website Development (250+ websites) | Landing Page Optimization
- Market Research | Competitor Analysis

CERTIFICATES

- Google Analytics for Beginners
- Advanced Google Analytics
- Google Digital Marketing

LANGUAGES

- English
- Hindi
- Malayalam
- Kannada
- Tamil
- Tulu