

ABHISHEK GARG

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EDUCATION

The University of Texas at Austin, MCCOMBS SCHOOL OF BUSINESS- Austin, Texas	
Master of Science in Marketing	May 2027
Manipal University Jaipur, Jaipur, India	
Bachelor of Technology in Mechanical Engineering	May 2020

WORK EXPERIENCE

Satsheel Computers Pvt Ltd, Delhi, India	November 2024 – April 2026
<i>Head Of Marketing & Partnerships</i>	
• Spearheaded a family-run IT hardware business as decision-maker across marketing, sales, and procurement, pivoting to a digital-first model (Zoho Books) and cut invoice turnaround from 1–2 days to minutes • Quadrupled annual revenue (4x) by combining digital client acquisition, networking, and a recurring-client model, using centralized sales data to identify and deepen top-performing accounts • Built a multi-channel acquisition engine using paid media and AI powered cold-email automation, expanding client base ~35% by nurturing long-term, recurring relationships rather than one-time sales • Earned Tier-2 HP partner and authorized Apple reseller status while onboarding new vendors and aligning account managers across partners - cutting procurement costs 4-8% and broadening product lineup	
Ubon, Delhi, India	February 2022 - November 2024
<i>Head Of Growth & E-commerce</i>	
• Led the Direct-to-Consumer (D2C) e-commerce division, contributing to overall sales exceeding \$3.05M • Directed a 20-person cross-functional team across e-commerce, web, design, content, customer support and offline sales, developing audience personas and testing segments to scale data-driven campaigns, expanding online business by 40% and increasing brand visibility by over 400% • Built brand's omnichannel growth strategy, syncing online campaigns with offline branding (sponsorships, celebrity shoots, packaging) and opening distributor pipelines across 4 international markets (Kenya, Nepal, UAE, Bangladesh)	
Digital Marketing Agency, Delhi, India	December 2021 - February 2022
<i>Founder</i>	
• Founded and bootstrapped a digital-marketing venture - hired, trained, and managed a small team - delivering a 1000% ROAS (10x) campaign and growing tech journalist Rajiv Makhni's Instagram by 87%	
Neil Patel Digital, Bangalore, India	December 2020 - December 2021
<i>Paid Media Marketing Executive</i>	
• Managed \$120K+ in monthly ad spend across Google, Meta, and LinkedIn for 20+ global clients, driving e-commerce sales and high-ticket B2B lead generation while optimizing CTR, CPC, and conversion rates	
Indian Institute Of Management (IIM), Bangalore, India	January 2020 - July 2020
<i>Digital Marketing Intern</i>	
• Collaborated with fellow interns to produce content, reel scripts, and design templates grew social reach 500%; launched an Intern-of-the-Month program to boost team output	

LEADERSHIP EXPERIENCE AND ACTIVITIES

Aperture, Digital Arts Society - Advisor & General Secretary Jaipur, India	April 2018 - May 2020
• Led a 200+ member photography and digital-arts society and ran its event-coverage team, filming and documenting nearly every major college event and hosting university photo walks	

ADDITIONAL INFORMATION

Technical Skills: Google Ads, Meta Ads, LinkedIn Ads, Google Analytics, AI tools (Claude, ChatGPT, Codex), R Studio, MS Excel
Work Eligibility: Eligible to work in the U.S. due to S.T.E.M. certification; will require visa sponsorship for long-term employment
Languages: Fluent in English and Hindi
Interests: Photography, Business networking