

Akshara Singh

Digital marketing specialist

I help brands turn scattered marketing ideas into campaigns with a direction: audience, positioning, campaign, content, creative, events and customer journey. Based in Bengaluru, working with US, UK and EU teams.



SERVICES

Strategy Sprint	2 weeks
Campaign in a Box	3–4 weeks
Social Starter	2 weeks
Email & CRM Journey	2–3 weeks
Event Marketing Kit	per event
Growth Partner	monthly
Startup Bundle	for founders

Pricing shared on a free discovery call. INR pricing available.

REAL RESULTS · LINKEDIN, B2B TECH

90K+

impressions

1.7K

reactions

2×

engagement on event posts
vs the rest

2.2×

click-through on event
posts

PORTFOLIO

12 brand projects, including hero campaigns for Allbirds (US + UK) and IKEA (5 European markets), plus Apple, L'Oréal Paris, Zara, Dove Men+Care, Bata and more. 100+ finished assets.

EXPERIENCE

Digital Marketing Specialist · TOMIA

Campaigns, content, newsletters, reporting and research with global teams.

Inside Sales & Merchant Acquisition

Including PhonePe. Business goals and customer behaviour, first-hand.

CERTIFICATIONS & EDUCATION

Advanced Certificate in Digital Marketing & Communication, MICA × upGrad

HubSpot Email Marketing · HubSpot Social Media Marketing

Bachelor's degree in Digital Marketing, Birla Global University, Bhubaneswar

TOOLS

HubSpot

Salesforce

Zoho CRM

Mailchimp

beehiiv

Bouncer

GA4

Google Ads

Meta Ads

LinkedIn Ads

ChatGPT Ads

ChatGPT

Gemini

Canva

Notion

GitHub

Webflow

Shopify

Book a free discovery call

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