

ARSLAN SIDDIQUI

Digital Marketer | Growth Marketing

📞 8726458460 @ arslanab156@gmail.com 🔗 [linkedin](#) 📍 Gurugram, India

SUMMARY

I am a skilled Digital Marketer with expertise in SEO, PPC, and social media marketing. I craft strategies that enhance brand visibility, drive user engagement, and deliver measurable growth. With a strong focus on analytics and creative solutions, I excel in executing impactful campaigns that achieve business goals and foster meaningful audience connections.

EXPERIENCE

Associate Consultant - Marketing

Oodles Technologies

📅 11/2023 - Present 📍 Gurugram

A technology solutions provider specializing in Blockchain.

- Increase search engine visibility by 40% and organic traffic by 25% using SEO tools like Google Search Console and Ahrefs.
- Drive a 30% boost in leads through optimized PPC campaigns on Google Ads and YouTube.
- Lead social media campaigns to enhance brand visibility and audience connection.
- Optimize websites with WordPress and Figma, contributing to a 20% ROI increase.

Social Media Marketing Intern

Gorilla Wear Clothing

📅 05/2022 - 12/2022 📍 USA

An apparel company focused on fitness and lifestyle.

- Grew Instagram following from 200K to 250K by implementing targeted strategies and engaging directly with the community.
- Managed a \$7K monthly influencer marketing budget, generating \$19K in business.
- Analyzed and reported on social media KPIs to optimize performance across multiple platforms.

PROJECTS

Optimal MD

Healthcare project revolutionizing the industry in the USA.

Oodles Blockchain

Blockchain Development Company

Spiderswap

Project aimed at creating a unique platform for Crypto users.

EDUCATION

B.Tech in Computer Science Engineering

AKTU

📅 06/2019 - 06/2023 📍 Lucknow

GPA

7.1 / 10

CERTIFICATION

Google Ads Certification | Simplilearn

Certification focused on Google Ads.

Brand Marketing and SEO Tools using Wix | Coursera

Course covering brand marketing and SEO tools using Wix.

KEY ACHIEVEMENTS



E-Commerce Project - The Geeky Gadgets

Successfully grew a Shopify store's visibility and engagement through effective product sourcing and SEO strategies.



Alphabeast Instagram Page

Achieved 100k followers and exponential growth in engagement on a fitness-focused Instagram account.

SKILLS

Search Engine Optimization (SEO)

PPC

Social Media Marketing

Google Search Console

Digital marketing strategy

Google Analytics

Competitive Analysis

A/B Testing

Ahrefs

Brand Marketing

Content Creation

Figma

Shopify

Go high level

Wix

STRENGTHS



Analytical thinking

Rapidly adapts to new tools and strategies, ensuring seamless execution of marketing goals



Quick learning

Excels in using data to identify trends, optimize campaigns, and drive impactful decisions



Growth Hacking

A growth hacking mindset focused on rapid, data-driven growth with minimal resources.