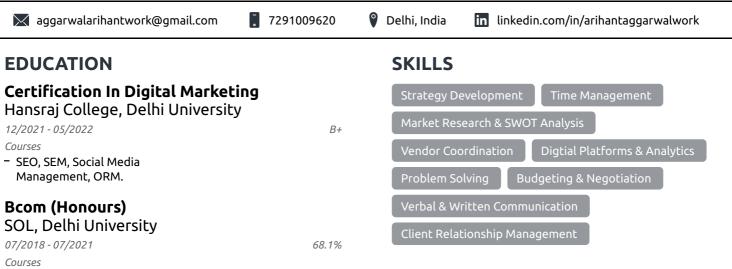
Arihant Aggarwal

Strategic marketer with strong digital marketing skills seeking a challenging role in account management. Proven ability to develop and maintain long-lasting relationships with clients through regular communication and meetings. Eager to leverage my experience in a collaborative environment to ensure the smooth running of marketing campaigns.



- Business, Advertising.

WORK EXPERIENCE

Digital Marketing Executive Om Sai Tech Books

06/2024 - Present Achievements/Tasks

- Handling e-commerce platforms like Amazon & Flipkart.
- Performing tasks like cataloguing, reporting & e-commerce SEO to increase monthly sales.

Freelance SEO Executive

3DOT14 Mobitech Pvt. Ltd. (Collegedunia)

02/2023 - 03/2023 Achievements/Tasks

- Optimized over 100+ travel, fashion & retail blogs.

Executive-Delivery

3DOT14 Mobitech Pvt. Ltd. (Collegedunia)

02/2022 - 12/2022

Achievements/Tasks

- Successfully created & optimized Google Ads, Bing Ads, Meta Ads campaigns.
- Presented detailed reports to the upper management.
- Strategized monthly budget plans to maximize ROAS and ensured that all estimates and bills were submitted on time and approved.
- Generated 50+ lacs of monthly revenue for the company.

Operations Executive

Communique Marketing Solutions Pvt. Ltd.

07/2021 - 09/2021 Achievements/Tasks

- Assisted brands like Oppo in generating over 1,200 Instagram reels.
- Contributed to developing brand and communication strategies based on client's marketing objectives.
- Coordinated with internal teams, including copywriters, designers, and video editors.

ACHIEVEMENTS

Scored 81.68 percentile in CAT 2023 out of 3.28 lakh candidates.

Scored 90.97 percentile in MBA/MMS CET 2024 out of 1.12 lakh candidates.

CERTIFICATES

Content Marketing Certification Hubspot Academy

SEO Fundamentals Exam Semrush

Keyword Research Certification Semrush

Google Analytics IQ Certification

Google Ads Certification

Hubspot Inbound Marketing Certification *Hubspot*

SOFTWARES

MS Office (MS Excel & MS Powerpoint)

Google Analytics G

Google & Bing Ads

Amazon Seller Central

Google Search Console

Meta Ads