

# 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.

✉ aggarwalarihantwork@gmail.com

☎ 7291009620

📍 Delhi, India

🌐 [linkedin.com/in/arihantaggarwalwork](https://www.linkedin.com/in/arihantaggarwalwork)

## EDUCATION

### Certification In Digital Marketing Hansraj College, Delhi University

12/2021 - 05/2022

B+

Courses

- SEO, SEM, Social Media Management, ORM.

### Bcom (Honours) SOL, Delhi University

07/2018 - 07/2021

68.1%

Courses

- 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.

## SKILLS

Strategy Development

Time Management

Market Research & SWOT Analysis

Vendor Coordination

Digital Platforms & Analytics

Problem Solving

Budgeting & Negotiation

Verbal & Written Communication

Client Relationship Management

## 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

Google Ads Certification

Google

Hubspot Inbound Marketing Certification

Hubspot

## SOFTWARES

MS Office( MS Excel & MS Powerpoint )

Google Analytics

Google & Bing Ads

Amazon Seller Central

Google Search Console

Meta Ads