

Name :

Aarav Sharma

Profile Summary :

Marketing specialist with 5+ years of experience in digital marketing, SEO, content strategy, and brand management across eCommerce, SaaS, and FMCG industries. Skilled in analytics, campaign optimization, and cross-channel marketing.

Contact :

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Academics :

MBA in Marketing – Delhi University (2019), Coursework: Digital Marketing, Consumer Behavior, Brand Management, Graduated with Distinction

Certifications :

Google Digital Marketing (2020), HubSpot Content Marketing Certification (2021), Meta Ads Professional (2022)

Achievements :

Increased campaign ROI by 35%, Awarded 'Top Campaign Strategist 2022', Featured in Marketing Weekly magazine for innovative content strategy

Experiences :

Marketing Specialist at BrightWave Media (2019–2023) - Managed multi-channel campaigns including Google Ads, social media, and email marketing - Led a team of 4 marketing executives - Improved conversion rate by 28% for eCommerce clients

Projects :

- Led a digital campaign for a fashion eCommerce brand, boosting online sales by 28% using SEO, Google Ads, and Instagram influencer collaborations - Developed content strategy for SaaS brand, increasing website traffic by 120%

Hobbies :

Cricket (Captain of local team), Blogging (Tech and Marketing topics), Traveling (Visited 12 countries)