

**Name:** Aarav Mehta

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**Profile Summary:** Results-driven marketing specialist with 7 years of experience in digital strategy, SEO, and brand communication. Proven track record in increasing brand engagement through data-driven campaigns.

**Academics:** MBA in Marketing, NMIMS University, Mumbai (2015) BBA in Business Administration, University of Pune (2013)

**Certifications:** Google Ads Certification, HubSpot Content Marketing, Meta Blueprint Certification

**Experience:** Senior Marketing Executive at BrightWave Media (2018–Present) Marketing Associate at Orion Global (2015–2018)

**Projects:** 1. Led a digital transformation project increasing online sales by 35%. 2. Managed influencer marketing campaigns for FMCG clients across India.

**Achievements:** • Awarded 'Marketer of the Year' (2021) by BrightWave Media. • Increased social media engagement by 60% YoY.

**Hobbies:** Photography, cricket, traveling