Arya Ranjan

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Professional Summary

Marketing professional with experience in digital strategy, SEO, and brand management. Proficient in Google Ads, SEMrush, and HubSpot with strong analytical skills in performance marketing and data-driven decision making.

Education

Xavier Institute of Management and Entrepreneurship , *Bangalore,*   2022 – 2024

PGDM (Marketing & Analytics)   CGPA: 5.49/8.0

Balaji College of Arts, Commerce and Science, Pune   2019 – 2022

Bachelor of Business Administration   Percentage: 84.5%

Professional Experience

***Muthoot Risk Insurance and Broking Services* - Key Account Manager**   May 2024 – Present
- Engaged with 50+ corporate clients to understand brand objectives and customized product solutions using client insights, contributing to 15% boost in client engagement rate and 10% growth in revenue.
- Delivered consultative pitches and product comparisons based on market insights and client feedback, contributing to a 10% increase in policy conversion rates.
- Partnered with NBFCs like BlackBuck to streamline insurance business operations.
- Led and trained a team of 5 Point of Sales (PoS) representatives, coordinating efforts that resulted in improved client acquisition ratio.
- Provided data-driven insurance comparisons, utilizing A/B testing, to help clients make informed decisions, resulting in a 10% increase in client satisfaction.
- Designed and implemented multiple strategies to increase brand awareness and market penetration.

Internship Experience

***Bottomline Language Solution*- Digital Marketing Intern**   May 2023 – July 2023
- Enhanced Google search rankings of Capri Global and Anveya to increase customer acquisition and brand visibility.
- Conducted keyword research and analysis to improve website visibility and organic search performance

***Aakanksha* - Graduate Trainee**   August 2021 – November 2021
- Conducted competitor analysis and market research to support e-commerce growth strategies
- Analyzed customer behavior using Google Trends and social media insights

***Ashman Foundation* - Social Media Marketing Intern**   April 2021 – July 2021
- Executed 10 social media campaigns, increasing overall engagement by **20%**
- Connected with 70+ influencers for collaborations to increase donations and brand awareness

Key Projects

Digital Transformation: Digi Campus | *System Optimization*   2023
- Conducted inter-college research to identify challenges faced in the current ERP System, analyzed data, and recommended improvements that led to a 20% reduction in system errors.
- Collaborated with the Digi Campus team to implement necessary changes and enhance the college's Learning Management System

Integrated Marketing Campaign: Dark Side | *Brand Strategy*   2023
- Conducted thorough market research to define the target audience and develop a brand proposition.
- Designed an integrated marketing campaign, segmented into pre-launch, launch, and post-launch phases.
- Developed distinct marketing and budget allocation strategies for each phase to maximize brand awareness and customer acquisition.
- Created a multi-channel approach, including Google Ads, social media ads, magazine ads, influencer marketing, content marketing, and engagement tactics like a mystery box.

Skills

Marketing: SEO, Performance Marketing, Social Media Marketing, Content Marketing, Market Research, Google Ad
Technical: SQL, HTML, Excel HubSpot, Tableau, Power BI, SEMrush, Google Analytics, Canva
Core: Analytics, Problem Solving, Business Development, Project Management

Certifications

Google: **Marketing Analytics**
UC Davis: **Search Engine Optimization**
IE Business School: **Market Research**
Starweaver: **Marketing Automation** (HubSpot)

Leadership & Activities

Marketing Head, XIMERA: Led marketing for inter-college event, achieving 20% increase in participation
Cultural Team Lead: Successfully gathered sponsorship for 2021 cultural day during graduation