

Arjun Bhatt

📞 (+91) 9968173654 ✉ arjunbhatt522@gmail.com [in.linkedin.com/in/arjun-bhatt7/](https://www.linkedin.com/in/arjun-bhatt7/)

Technical Skills

Marketing Skills: Social Media Marketing, Paid Social Advertising (Facebook Ads, Instagram Ads), Search engine optimization (SEO), Google Ads (PPC), Email Marketing

Visualization Tools: Ahrefs, SEMrush

Other Skills: Advanced Excel, MS Word, Team Building

Experience/Projects

Maantech | CollegeTour

April 2024 – Present

Digital Marketing Manager

Noida, India

- Implemented a comprehensive digital marketing strategy, achieving a **20% increase in website traffic** and **10% improvement in conversion rates** through SEO, PPC, and social media.
- Reduced **cost per acquisition by 25%** by leveraging advanced targeting, ad copy A/B testing, and keyword bid optimization in PPC campaigns.
- Increased **organic search traffic by 10%** and **online sales by 15%** through strategic SEO initiatives including keyword research, competitor analysis, and on/off-page optimization.

Usedon Computer India Private Limited

Mar 2022 – Apr 2024

Digital Marketing Manager

Nehru place, India

- Developed and executed a content calendar resulting in a **30% growth in followers** and **40% increase in engagement** on social media platforms.
- Enhanced email marketing performance with a **15% increase in open rates** and **20% in click-through rates** through list segmentation, A/B testing, and personalized content.
- Achieved a **10% improvement** in ROI by setting KPIs, conducting data analysis, and optimizing campaign analytics.

Bpac IT Solution

Jan 2020 – Feb 2022

Digital Marketing Team Leader

Delhi, India

- Led cross-functional teams to align digital marketing strategies with business goals, **driving a 25% increase** in website conversions and **15% higher customer retention**.
- Implemented innovative personalized marketing automation strategies, resulting in a **30% increase in customer engagement** and **20% higher customer lifetime value**.

Personal Projects

Aapki News

April 2022 - May 2022

- **Managed SEO strategies** for a YouTube channel, including on-page/off-page optimization, link building, and keyword research.
- Successfully executed **Facebook and Instagram** marketing campaigns to enhance brand visibility and engagement.

Education

Kurukshetra University

Bachelor in International Hospitality Business Management

May 2014 – June 2018

Kurukshetra, Haryana

Key Skills and Achievements

- Proven expertise in driving successful digital marketing strategies, including **SEO, PPC, SMM** and **social media campaigns**.
- Proficient in using **Ahrefs** and **SEMrush** for comprehensive SEO and digital marketing analytics.
- Advanced skills in Excel for **data analysis and reporting**.
- Strong **team leadership** and collaboration skills, demonstrated by successful cross-functional **project management**.