

# AARTHI M

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## EDUCATION

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**Bachelor of Science (MATHEMATICS) -Thiruvalluvar University-(2014-2017)**

**Master Of Business Administration- Madras University-(2017 -2019)**

**DIGITAL MARKETING EXECUTIVE (Dec 2019 to Jan 2022)**

**INFOSYS BPM**

- Working with US based publishing company to ensure successful setup and delivery of programmatic campaigns.
- Executing, delivering, tracking and reporting on digital campaigns.
- Creating Online and display ads i.e. Email marketing, Google ads, **ROS, ROP, SEO, SEM** and **SMM** using order invoice given by client. Running campaigns in 31 US markets by choosing target audience and section.
- Design and implement a social media strategy to align with the client's business goals.
- Manage clients' social platforms and oversee the design and layout, from inception to implementation and results analysis.
- Monitor social media conversion rates, web traffic metrics, and SEO rankings. Regular reporting to deliver insights and actionable recommendations.

**DIGITAL MARKETING ANALYST TEAM LEAD (Jan 2022 – Present)**

**QIK DIGITAL**

- Works with other departments & manager to develop social media timelines coinciding with new product releases, ad campaigns, or other brand messages.
- **Handling 20+ projects.** Ability to work in dead line, build and maintain client relationships. Developing, implementing & optimizing search engine strategies including **SEO on-page & off-page optimization.**
- Reviewing reports on website rankings and analysis. Monthly reports were sent to clients.
- A thorough knowledge of SEO (Search Engine Optimization) techniques. The ability to effectively handle a search engine marketing (SEM) campaign.
- Working with copywriters and designers to ensure content is informative and appealing. Forecast sales and production plan.
- Analyze and monitor the data from Daily report/Monthly Report in term of products
- Conduct keyword research and analysis to identify opportunities for improving website rankings.
- Monitor and report on **website traffic, rankings, and other key performance indicators**
- Identify and resolve technical SEO issues
- Proven SEM experience managing **PPC campaigns across Google, Yahoo, and Bing.**
- Up to date with the latest trends and best practices in SEO and SEM
- Analyzing clients' initial data in order to understand the client's infrastructure.
- Support client in Goals/KPIs settings.

## **ACHIEVEMENT**

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- Increased website Traffic by 50% by creating and implementing an SEO strategy
- **Generated a 200% uplift in organic traffic to the website in 6 months**
- Created an effective paid Facebook advertising campaign which generated 5,000 website visits.
- Optimized ad copy, resulting in a higher quality score and a lower CPC
- **Conducted A/B testing on paid Facebook ad campaigns, boosting conversion by 140%**

## **CORE SKILLS**

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- SMM
- Google analytics
- SEM, Email marketing, SEO on page and off page
- Social media optimization
- Facebook and Instagram ads
- LinkedIn ads
- Google ads
- Email marketing
- Word Press
- Google Ad Words & PPC
- Conversion Rate Optimization (CRO)
- Content Creation
- Design Skills (Canva, Photoshop, After Effects, InDesign)
- English: Excellent, Tamil: Native
- Computer skills: Microsoft Office (Word, Excel, PowerPoint, and Outlook)
- Typing: English 35 words/min,

## **TRAINING AND SEMINAR**

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- **Digital Marketing – Effective Tool for Brand Building” Under Quality Improvement Programme- National Level Seminar VIT University**
- **Professional Digital Marketing Certificate Program – by 360 Digital Marketing Academy**
- **Social Media Marketing - Workshop at VIT University**
- **Review of Social Media Management Tools - by 360 Digital Marketing Academy**
- **Analysis of Various Social Network Management Systems- by 360 Digital Marketing Academy**

## **EXTRA CURRICULAR ACTIVITIES**

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| <b>2018</b>      | -Exemplary Student Award, In Zonal Level Vellore District   |
| <b>2018-2019</b> | -Leader of The Green Environment, SRMUniversity Committee,<br>- Team Leader, School Religious Activities. |