

# ARJUN SINGH

## Digital Marketing Professional

Email -rana.arjun44@gmail.com

Contact - +9560569927

Digital Marketing Strategist, with 3+ year's of experience in developing and driving marketing initiatives. Key skills include: SEO, SEM, SMM, PPC, Content management, Outreach etc. Expertise with Tools like Google analytic, Webmaster, Ahref, and SEMrush. Combines technical and commercial acumen with well-developed interpersonal skills. Can effectively communicates at all levels with clients and colleagues alike.

### Digital Marketing Specialist

#### Zoek Application Ltd July 2020 to Current

- Improved organic search ranking of the website and successfully managed to grew the traffic from 600 to 65000.
- Suggested improvements for SEO: internal architecture, identifying content gaps and communicating new content opportunities, doing competitor analysis etc.
- Worked on technical SEO and suggested areas to improve the website crawlability, indexability, sitemap issues and enhancements.
- Successfully managed Google AdWords campaigns. Reduced bounce rate from 27% to 8%, lowered CPC by as much as 35% and increased the CTR.
- Manage word press blog (Keywords research, Topic selection, Article Publishing, and Auditing of old blogs)
- Used Google Analytics and Webmaster Tools to optimize web properties
- Executed outreach marketing campaign and successfully managed to generate revenue every month (maximum, £160).
- Created Email marketing newsletters, social media posts and videos on major channels such as LinkedIn, FB, Twitter, Instagram.
- Managed the landing page project wholeheartedly (Coordinated with freelance writers and admin executive for auditing and publishing).
- Ran a link building campaign to increase the off page SEO presence.

### Digital Marketing Executive

#### TalentsCrew | Oct 2019 to July 2020

- Implemented SEO-driven organic traffic strategy which boosted site traffic 17000 in 9 months.
- Successfully managed the user sign up 6x time with SEO and content marketing strategies.
- Identified new digital channel (Neuvoo, Adjuna, Trovit), and successfully integrated new marketing campaign to drive traffic on the website.
- Did an extensive research on niche keywords and developed a new content marketing strategy for the blog.
- Manage and analyzed the performance of the campaigns and provided valuable suggestions to improve them.
- Manage a team of 2 juniors and successfully ran link building and outreach campaign.
- Collaborated with freelance UX/UI Designer to develop a new product document for restructuring the website.

### Core Competencies

- SEO, SEM, SMM, PPC,
- Keyword Research
- Link Building
- Content Management
- Wordpress
- Media Outreach
- Team Building
- Business Development

### Tool Familiarity

- Google Analytic,
- Google webmaster
- Ahref, Semrush
- Customer io, Mailchimp

### Academic

Mechanical Engineering  
Graphic Era university

## **Digital Marketing Executive**

### **Exeliq | March 2019 to OCT 2019**

- Developed and supervised the SEO strategies (On page, Off Page, Link Building) for a fintech event "ProSeed".
- Developed and implemented data driven strategies for interactive marketing campaign to increase the brand awareness in the market.
- Collaborate with development team to design responsive a user-friendly website to attract customer.
- Was in charge of PPC campaign for "Proseed" to create the brand awareness.
- Optimized content for social media channel to increase the brand awareness of the event.
- collaboration with the content writer and designer for email marketing to increase the brand awareness.
- Extensively work with the PR team to reach out to influencers and media publications to featured the event.

## **Digital Marketing Executive**

### **7KREINTO Pvt Ltd | Aug 2018 - Feb 2019**

- Was part of the core team that develop and led the comprehensive marketing strategy, from 'top-of-the-funnel' to create the awareness of a the fintech event "UCIM".
- Worked with blockchain and cryptocurrency news publication "TheCryptoUpdate", and Coinedict. Ensure all marketing content produced directly or by the marketing or public relations team is up to date, brand compliant and promoting our Best Price Guarantee on distribution channels to drive direct revenue.
- Was responsible for closing partnerships with various fintech events (Monitory and Non-monitory ) for the publication, thus ensuring the brand awareness and revenue generation for "TheCryptoUpdates"
- Outreached the big influencers in fintech industry for guest interviews and assisted the inhouse team in ensuring a proper coordination with the guest.
- Worked closely with the SEO team to build effective strategies that significantly increased the website traffic.