

Objective:

Digital marketing professional with expertise in SEO, content creation, and social media marketing. Seeking to leverage my skills to drive online presence and revenue growth in a dynamic organization

Contact:

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Certificates:

- Digital marketing capstone by Simplilearn
- Content Writing Workshop Certificate by Mithaas

Skills:

- Google Adwords
- Copywriting
- Social Media Marketing
- SEO
- Content Creation
- Google Analytics
- Design
- Buffer
- Microsoft Office Skills
- Effective verbal, interpersonal, and written communication.
- Cross Selling / Up-Selling
- Pegasus
- CRM
- Fundraising

SHEEBHANI ARORA

WORK HISTORY

Digital Marketing Intern

Creative Chamber, Noida| July,2023 - Sep, 2023

- Implemented on-page and off-page SEO strategies, resulting in a 30% increase in organic search traffic.
- Managed social media platforms, increasing follower base by 40% and driving a 15% growth in referral traffic.
- Crafted compelling ad copies for Google Ads campaigns, leading to a 35% increase in conversions.
- Generated detailed reports showcasing campaign performance metrics, aiding in data-driven decision-making processes.
- Stayed updated with industry trends and emerging digital marketing technologies, integrating new techniques, resulting in a 15% increase in overall campaign effectiveness.

Service Advisor

British Airways, Gurugram | Feb,2022 - Sep, 2022

- Worked with company systems such as Live support and diligently completed all assigned tasks, working overtime as needed.
- Conducted in-depth market research to identify customer needs and preferences, leading to the development of targeted solutions that resulted in a 20% increase in upsell opportunities and a 10% growth in revenue.
- Analyzed customer feedback, identified pain points, and implemented proactive measures to address concerns, resulting in a 40% reduction in customer complaints and a 20% increase in customer retention.

Sr. Customer Support Executive

KocharTech Ltd, Gurugram | Sep, 2021 - Jan,2022

- Worked for a leading multinational company in mobiles and consumer electronics department.
- Demonstrated products digitally through video calls with respect, friendliness and willingness to help.
- Boosted sales revenue by 25% through strategic product recommendations, resulting in an average increase of 2 additional items per customer transaction.

Associate

Wipro Limited, New Delhi | Dec, 2020 - June 2021

- Worked for a leading multinational telecommunications services company helping international customers.
- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs, resolving concerns and fostering timely resolution.
- Optimized customer satisfaction by delivering exceptional support to a high volume of 100+ customers daily, resulting in a 15% increase in customer retention and a 20% boost in positive customer feedback

EDUCATIONAL HISTORY

M.Com

IGNOU, Delhi  
69%

B.Com

School of Opening Learning, Delhi  
61%