

# Arun Kumar S

## Digital Marketing Specialist

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IIT - Delhi Certified Digital Marketing Specialist with 1.5+ years of experience in developing and implementing successful marketing strategies. I'm specialist in handling and managing Email Marketing Campaigns and Lead Generation. Seeking a challenging role to utilize my expertise in driving online engagement, lead generation and brand development. Dynamic leader and collaborator recognized for multi-tasking and implementing multiple digital projects.

## Experience

### Digital Marketing Executive, Data Smith-Solutions Pvt Ltd.

2022-2023

- WordPress Webdesign.
- Content Creation and Marketing.
- Email Marketing Campaigns.
- Lead Generation
- Directed traffic growth strategies, content distribution and email marketing.
- Created Email blast campaigns to target key customers.
- B2B and B2C campaigns to build client base.

### Education Counselor, Tomorrow's Genius (I) Pvt Ltd.

2021-2022

- Lead Generation and Email Campaign management for B2B and B2S.
- Demo presentation of LMS product.
- Conducted Demo and Counseling.
- Collaborated with sales and marketing department to support client acquisition.
- Identified appropriate channels and target customers for marketing campaigns.

## Education

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- **New Horizon College of Engineering, Bengaluru.** 2020
  - Bachelor of Engineering, Mechanical Engineering.
  - CGPA: 8.06.
- **Alva's Pre-University College, Mangalore.** 2016
  - Pre-University Course in PCMB.
  - Score: 80%.

## Skills

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- Digital Marketing
- Email Marketing
- Content Creation
- WordPress Web-Design
- CRM Automation
- Social Media Ads
- Google Analytics
- Microsoft Office
- Communication Skills
- Creativity and Problem Solving

## Languages

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- English
- Kannada
- Telugu

## Courses

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- Continuing Education Programme on Digital Marketing, IIT-Delhi. 2022
- The Complete Digital Marketing Course, Udemy. 2023

## Hobbies

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- Reading Novels
- Writing Short stories
- Playing Cricket
- Watching Movies