

Aarti Kunwar

Results-driven digital marketing professional with experience at Quantifi Ai Tech, specializing in SEO Optimization and content strategy. Successfully developed and executed comprehensive digital marketing plans, enhancing online and engagement. Proficient in MS Office suite, with a keen eye for detail and a commitment to policy adherence.

Mumbai, Maharashtra

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EXPERIENCE

Quantifi Ai Tech, Mumbai— *Digital Marketing*

September 2023 - July 2025

- Comprehending the advertisement and checking if it adheres to the policies provided by the client.
- Developed digital marketing plans that included content creation, SEO optimization, email campaigns.
- Edited blog content for clarity, style, and consistency across various topics.
- Optimized blog posts for SEO using relevant keywords and best practices.
- Managed daily accounting entries in Tally software for financial accuracy.

Vitthala Associates, Mumbai— Debt Recovery Agent

January 2022 - April 2023

- Negotiated repayment plans with clients while maintaining compliance with company policies and legal regulations.
- Conducted skip tracing and used multiple channels (calls, emails, letters) to locate and engage debtors.
- Built and maintained strong client relationships to encourage timely payments and minimize defaults.

EDUCATION

Vivek College of Commerce , Mumbai— Bachelor in Banking and Insurance

July 2020 - May 2023

Vivekananda Degree College , Hyderabad— Master of Business Administration

August 2023 - September 2025

SKILLS

SEO optimization ,
Digital marketing ,
Financial analysis ,
Content creation

CORE COMPETENCIES

Team Player – to help the team in achieving its goals and targets.

Quick Learner – good grasping/learning skills.

Proficient knowledge of MS-Excel.

Self-motivated – open to new challenges.

Good Communication Skills (Verbal & Written)

LANGUAGES

English, Hindi, Marathi