

Manisha Arora

Digital Marketing Consultant & Trainer

OBJECTIVE

With 9 years of internet marketing, SEO, SMO, Email Marketing-Training & Strategist, I am in a unique position to help organizations and students who need to work/learn on their marketing projects.



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EXPERIENCE

From September 2010 – Till Today

9 years of experience in the areas of Search Engine Optimization (SEO), Market Research, Business Development & Technologies. Extensive experience in executing projects involving:

- ◆ Search Engine Marketing (SEM), Social Media Optimization (SMO), Web Analytics, Market Research including online consumer behavior, understanding Search Engine behaviors, etc.
- ◆ Instrumental in Strategizing for web promotions and single handedly driving millions of organic traffic to company websites and indexed billions of web pages in major search engines.
- ◆ Handled more than 50 client base and significantly raised rankings of client's websites within top 10 in major search engines (Google, Yahoo and MSN/Bing) for main keywords.
- ◆ Gained extensive experience and understanding of Web Analytics (Click Tracks, Google Analytics and etc), Google AdWords for client accounts.
- ◆ Good communication, interpersonal, problem solving skills and spearheading a team of Executive to excel in performance and client deliverables for carrying out various SEO campaigns.
- ◆ Analyzing requirement and providing web promotions solutions to clients' which involves designing & implementing Search Engines Marketing plans Operational strategies like Keyword research, Competition analysis, Site analysis, Search Engine Marketing (SEM) Plan, Web Penalty Solutions, Web Marketing Strategies, etc

In Trainings-

- ◆ Provided Quality Training to participants in Face to Face class
- ◆ Provided Demo Class to Enquiries coming in Institute
- ◆ Preparing Study Material/Exam Papers
- ◆ Planning and preparing courses and lessons for internet marketing
- ◆ Have received appreciation from the top-level management for executing projects within the set time and demonstrating outstanding performance.

Certifications-

- ★ Google Adwords Certified
- ★ Hubspot Inbound Certified
- ★ Facebook Blueprint Certification

Companies I've worked with:

- ✓ Worked as an SEO-Executive in Virka Solutions Pvt. Ltd., Ludhiana, Punjab
- ✓ Worked as an Sen. SEO Executive in Gravity Informatics Pvt. Ltd., Ludhiana
- ✓ Worked as an SEO Team Leader in GuavaSofts Pvt. Ltd., Ludhiana
- ✓ Worked as an Online Marketing Head in DigiMantra Labs.
- ✓ Worked as a Social Media Manager in International Marketing Corporation, IMC Headquarters.

Trained Digital Marketing to various institutes, colleges such as:

- ✓ RK Films and Media, New Delhi
- ✓ Apar Group of Institutions, New Delhi
- ✓ Classes of Professional Studies, New Delhi
- ✓ Jag School of Transformative Skills, New Delhi
- ✓ DigiKaushal, New Delhi
- ✓ Hansraj College, DU
- ✓ Campus of Open Learning, DU

EDUCATION

IILM University, Gurugram

Pursuing Doctor of Philosophy in Marketing

Lovely Professional University, Punjab

MBA in International Business & Marketing in First Division

Bachelor of Science in Information Technology in First Division

DUTIES I CAN HANDLE

- Delivering Demo Classes
- Providing & Managing Classes
- Managing the whole course material along with Study Material
- Promoting the general progress and well-being of individual students and of any class or group of pupils assigned to him/her.

PROFESSIONAL SKILLS

- ❖ Scripting Languages: Basic knowledge of HTML
- ❖ Webmaster Tools
- ❖ Content Writing Skills

REFERENCES

[Available upon request.]