

# Arpitha.R

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## Objectives

A resourceful individual with a proven track record in implementing successful marketing strategies, boosting organic traffic, and improving search rankings. Accomplished Digital Marketing Executive with background experience in developing and managing online marketing campaigns, brand imaging and website management. Bringing sharp business acumen market sense with history of success identifying and capitalizing on new opportunities.

## Proficiency

- **Microsoft Excel** – V lookup, Pivot Tables/Charts and formulae
- **Microsoft Power point** – Preparing high level presentations
- **R Tool.**
- **ERP Software.**
- **Adobe illustrator and Photoshop**

## Core Competencies

Keyword Optimization	SME trend knowledge	Ad development
Operational Improvement	Marketing Communication	Event Planning and Execution
Team Building and Leadership	New Client Development	Customer Service

## Experience

### Benelux

*Digital executive and Business development.*

Oct'19 – till date

Dubai, UAE

- Increased brand awareness through creation and management of Social Media Channels, boosting social media engagement.
- Developed and executed multiple print and digital marketing efforts to enhance brand visibility in industry.
- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
- Directed traffic growth strategies, including SEO, affiliate linking campaigns, content distribution, email marketing and trackbacks.
- Developed paid client ads for use on diverse social media platforms, achieving maximum users per ad.
- Drove operational improvement which resulted in saving and improved profit margins.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keywords use and placement bids and landing page.
- Produced and submitted weekly reports outlining progress against KPI objectives. Monitored social media and online sources for industry trends. Increased customer satisfaction by resolving issues.
- Implementing cost-saving initiatives that addressed long-standing problems.

- Directed marketing plans for clients, proactively servicing needs, maintaining satisfaction and consistently achieving profit goals.
- Worked with marketing teams to create, deploy and optimize effective campaigns for clients.
- Developed new branding strategies and marketing collateral to foster business development and achieve revenue targets
- Identified target audiences and devised campaigns to match target demographics and optimize results.
- Developed and implemented targeted digital strategy to improve business performance.
- Applied sales forecasting techniques and strategic planning to verify sales and profitability of services.
- Communicated marketing strategy and campaign performance to verify alignment with senior management objectives.
- Developed innovative and targeted collateral to support overall branding objectives
- Continually maintained and improved company's reputation and positive image in markets served.
- Aggressively pursued competitive accounts by differentiating company from competitors.
- Increased credibility and client awareness by developing technical/non-technical marketing collateral, presentations, public relations campaigns, articles and newsletters.

**Northern Trust**  
*Financial Analyst*

Sep '15 – December '16  
India

- Worked with clients to support understanding of rationale and details of financial strategies. Analyzed projects for capital deployment and helped structure multi-million-dollar deals.
- Identified risks associated with projects, contract approvals and other client accounting issues.
- Reviewed financial reports and streamlined operations to increase productivity and company profits.
- Developed spreadsheet models for diverse projects and analysis.
- Led monthly meetings with directors to analyze spending and provide financial recommendation.
- Identify areas for process improvement, automate manual processes and decommission non-value add processes.

*Education*

BBM	Seshadripuram First Grade College, Bangalore	Bangalore University
MBA	Sri Venkateshwara College of Engineering, Bangalore	Visveswaraya Technological University, Belgaum

*Achievements*

- Awarded at National competition in Mumbai for improving community income level as part of SIFE.
- Awarded with "Teacher of Excellence" for new strategy implemented in developing student's performance.
- Worked in ALLWYN TRACTORS on "A study on Consumer Buying Behavior towards Mahindra Tractors" at Chikkaballapura as a part of BBM Curriculum of Bangalore University.
- Worked on "A Study on Exploring the Channel Conflicts" at RITTAL INDIA PVT LTD, Bangalore as a part of MBA Curriculum of Visveswaraya Technological University (VTU).

**I declare that the above stated information and facts are true and correct to the best of my knowledge.**

**(Arpitha.R)**