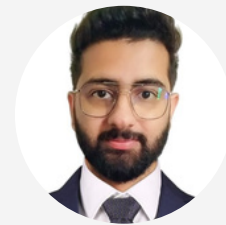



# ARUN BANDRAL

META AND GOOGLE CERTIFIED DIGITAL MARKETER



 Kathua, Jammu and Kashmir  
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 [Arun Bandral](#)  
 9622020704

## SKILLS

- Search Engine Optimization
- Search Engine Marketing
- Conversion Rate Optimization
- Marketing Automation
- Social Media Marketing
- Email Marketing
- Website and social media Analytics
- Budget Management and ROI Analysis

## EDUCATION

MASTER OF BUSINESS  
ADMINISTRATION  
*Chandigarh University*  
2022 - 2024

BACHELOR OF COMPUTER  
APPLICATIONS  
*Punjab Technical University*  
2019 - 2022

## LANGUAGES

Hindi native language  
English speaking, writing  
Punjabi speaking

## PROFILE

Dynamic and results-oriented Digital Marketing professional with a proven track record of driving successful campaigns across various online platforms. Possessing a solid foundation in Meta and Google certifications along with hands-on experience in SEO, SEM, and Social Media Marketing. Skilled in project management, email marketing, and marketing automation. Demonstrated ability to manage budgets effectively and optimize marketing strategies for maximum ROI.

## INTERNSHIP

### **SAB HI DIGITAL Pvt. Ltd.** **SEO Intern**

**June 2023-July 2023**

- Managed all aspects of SEO including keyword research, on-page optimization, and link building increasing search engine rankings.
- Managed PPC campaigns on Google Ads, optimizing ad performance.
- Analyzed campaign performance using Google Analytics and other analytics tools, providing actionable insights to improve ROI and campaign effectiveness.

### **Cofinity Technologies Pvt. Ltd.** **Digital Marketing Intern**

**May 2023-June 2023**

- Executed social media marketing strategies across platforms such as Facebook and Instagram resulting in a increase in engagement and brand awareness.
- Conducted A/B tests on ad creatives and audience targeting to optimize campaign performance and increase their ROI and ROAS.
- Developed and managed content calendars, ensuring timely and consistent delivery of content aligned with brand messaging and objectives.
- Monitored and responded to customer inquiries and comments on social media channels, fostering positive relationships and improving brand reputation.

## CERTIFICATION

- Meta Social Media Marketing Professional Certificate
- SEO Certified by HubSpot Academy
- Email Marketing Certified By HubSpot
- Meta Certified Digital Marketing Associate
- Google Analytics Certified
- Google Digital Marketing & E-commerce
- Google Ads Certified
- HubSpot Marketing Software Certified

## TRAINING

- 45 days Python Training in ThinkNEXT Technologies Private Limited

## PROJECT

### **Digital Marketing Project: Arvind Hotel, Bhadroya, Himachal Pradesh**

**Aug 2022-Jan 2023**

**Objective:** Enhanced Arvind Hotel's online presence through targeted digital marketing strategies, including hotel listing website optimization and local SEO.

#### **Responsibilities:**

- Conducted thorough analysis of Arvind Hotel's online presence, identifying areas for improvement and growth opportunities.
- Optimized hotel listings on key hospitality platforms with compelling descriptions, high-quality images, and positive guest reviews.
- Leveraged local SEO tactics to boost the hotel's search engine ranking for relevant keywords and location-based searches.
- Collaborated with hotel management to craft engaging social media content, promoting special offers, events, and local attractions.
- Regularly monitored and adjusted strategies based on performance metrics to optimize results and maximize ROI.

### **Project: Development of E-Commerce Website "Gadget Wiz World"**

**Ongoing (Jan, 2024)**

#### **Responsibilities:**

- Spearheaded the development and deployment of an E-Commerce website leveraging WordPress and WooCommerce plugins.
- Implemented robust SEO techniques to enhance the website's visibility, improve search engine ranking, and drive organic traffic.
- Integrated email marketing functionalities to establish effective communication channels with customers and drive sales through targeted campaigns.

### **Powerilla Growth Project**

**Ongoing (March, 2024)**

Powerilla is a clothing brand that offers a wide variety of stylish and premium clothing for men and women. Powerilla is known for its high-quality clothing and its commitment to sustainability.

#### **Responsibilities:**

- Increase brand awareness and sales for Powerilla through strategic SEO and social media marketing.
- Improve Powerilla's online presence and drive traffic to their Shopify store.
- Develop and implement a comprehensive SEO and social media strategy to target Powerilla's ideal customer base.
- Create high-quality content that resonates with Powerilla's target audience and helps to establish them as a thought leader in the fashion industry.
- Track and analyze results to measure the success of the SEO and social media marketing campaigns and make adjustments as needed.