

Arjun Tr

DIGITAL MARKETER

Details

Bangalore
India
9620759032
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Links

[Linkedin](#)

Skills

Google Analytics
Wordpress
Google Adwords
SEO
Digital Marketing

Software/Tool

Semrush
Ubersuggest
Ahref
Google Analytic
Google Ads
Google Search Console
GTmetrix
Figma
Canva

Technical Profile

Microsoft Office
Google Workspace
WordPress
Shopify
HTML
UI & UX

Profile

Master's in Commerce & Professional Diploma in Digital Marketing holder. Proven SEO specialist adept at driving substantial traffic growth, enhancing social media presence, and optimizing website performance. Skilled in content creation, website management, and SEO strategy. Committed to staying updated on industry trends and delivering measurable results. Eager to contribute expertise to achieve organizational goals in digital marketing.

Employment History

Digital Marketing Executive, Alchemy Techsol , Bangalore

OCTOBER 2023 – PRESENT

- Boosted social media organic followers from 24,000 to 36,000 within a span of 6 months, showcasing a notable growth rate of 50%.
- Played a key role in content creation initiatives by assisting in writing compelling blogs and whitepapers, contributing to enhanced brand authority and thought leadership.
- Demonstrated proficiency in website management by effectively administering a WordPress website, overseeing tasks such as uploading valuable content and removing redundant documentation to ensure optimal user experience.
- Contributed significantly to the website revamping process, offering valuable insights and hands-on assistance in implementing improvements to enhance functionality and aesthetics.
- Leveraged SEO expertise to craft captivating and SEO-friendly content for the website, optimizing visibility and driving organic traffic growth.

Digital Marketing - SEO - Intern (Full Time), BharatAgri, Bangalore

DECEMBER 2022 – MAY 2023

- Search Engine Optimization - Responsive Check, URL Structure, Content Optimization, Heading Tag Check, Canonical Tag, 301 Redirection, and keyword research
- Title, Description & H1 Tag Creation, Content Optimization and interlinking, alt tag optimization
- Off-Page Optimization - Article submission, Blog Posting, Classified Submission, Guest Blogging, Bookmarking. [?](#)
- CMS- WordPress and Shopify maintaining the website
- Amplified website impressions from 10k to 54k, showcasing a substantial growth rate
- Successfully boosted organic traffic from 47 to 631 per day within a span of 6 months
- Implemented strategic SEO tactics that elevated the website's performance on search engine result pages (SERPs) from the 22nd position to the 9th position, significantly improving visibility and clickability.

Junior Project Coordinator- Intern, WeDigitiz, Chennai

MARCH 2021 – JUNE 2021

- Helping the marketing team to follow up and improve the digital marketing strategy
- Collect and report data from marketing campaigns
- Manage and update company database
- Complete other administrative tasks as needed

Education

Master of Commerce in Commerce, ASC Degree College , Bangalore

JUNE 2021 – NOVEMBER 2023

Bachelor of Commerce, ASC Degree College , Bangalore

AUGUST 2016 – DECEMBER 2020

Courses

Professional Diploma in Digital Marketing in Digital Marketing, NIDE

DECEMBER 2022 – AUGUST 2023

Certifications

TCS iON Career Edge, TCS

DECEMBER 2021

Consumer Behaviour, Indian institute of technology kharagpur (IIT kharagpur)

MARCH 2021