

ARPITA SAXENA

Junior Associate – Digital Marketing

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Linkedin

ABOUT ME

Results-oriented Digital Marketing Associate with hands-on experience in **media planning, campaign management, and performance optimization** across multiple platforms. Skilled in **Google Ads, Meta Ads, Amazon Ads, and SEO strategies** to improve CTR, reduce CPC, and maximize ROI. Strong analytical thinker with a passion for **data-driven marketing insights, performance tracking, and cross-functional collaboration**.

WORK EXPERIENCE

IPG Mediabrands - Pune

Junior Associate | 04/2025 - Present

- Supported end-to-end digital media planning and buying, ensuring timely campaign setup, trafficking, and delivery through Prisma and coordination with Ad Ops and creative teams.
- Monitored live campaigns and optimized pacing, targeting, and delivery to enhance efficiency and overall campaign performance. Managed campaign data, flowcharts, and performance reports to maintain accuracy, transparency, and actionable insights for optimization.
- Contributed competitive analysis initiatives and worked closely with multiple teams to pinpoint areas for optimization and streamline workflows.

EDUCATION

Mahatma Jyotiba Phule Rohilkhand University Bareilly | 2021-24

Bachelor's Of Commerce

Maharishi Vidya Mandir Bareilly | 2020 - 21

12th Grade, CBSE Board

Maharishi Vidya Mandir Bareilly | 2018 - 19

10th Grade, CBSE Board

PROJECTS

Marketing Projects under Kraftshala's Launchpad Program

- Meta Ads – Unleavables.com:** Boosted clicks by 4.5%, improved CTR by 37.5%, and reduced CPC by 35.6% through refined targeting and engagement strategies.
- Google Ads:** Unleavables.com: Increased website traffic with an 18.5% CTR boost while reducing CPC by 13.7% for cost-efficient reach.
- Amazon Ads:** Swiftie India: Generated 16,172 impressions and 179 clicks, improving CTR by 1.83% and reducing CPC by 25% to enhance visibility.
- SEO Strategy:** Improved keyword rankings from 100 to 18 and forecasted 200% traffic growth via a 3-month SEO plan.

SKILLS

- Hard Skills:** Digital Media Planning & Buying, Campaign Optimization & Reporting, Audience Targeting & Segmentation, Data Analysis & Performance Insights, Paid Social & Search Campaigns, SEO & Content Strategy
- Soft Skills:** Cross-Functional Collaboration, Analytical Thinking, Communication & Presentation, Time Management & Prioritization, Attention to Detail

TOOLS

- Campaign & Ad Management:** Prisma, CM 360, HappyFox, Google Keyword Planner, Google Ads, Facebook Business Manager, Amazon Ads
- Analytics & Reporting:** Google Analytics, IAS (Integral Ad Science), Crossix, Excel, PowerPoint

CERTIFICATES

- Kraftshala Marketing Launchpad Program
- Attract & Engage Customers with Digital Marketing
- Foundations of Digital Marketing and E-Commerce
- Keyword Research with Semrush: A Step-by-Step Guide