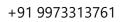
Aradhya

Marketing & Branding Specialist | Digital Marketing Strategist | Social Media & SEO Expert

CONTACT -





aradhyawatshya@gmail.c



Bengaluru, Karnataka, India



www.linkedin.com/in/jara dhya



EDUCATION -

Welingkar Institute of Management

MBA, Marketing Management (2024-2026)

 Merit Scholarship Recipient

Patna Women's College

Master's Degree, English Literature & Linguistics (Humanities), Grade: A (Apr 2020 - Jun 2022)

> Engaged in a research project on Victorian Literature

S.T. John's Academy

Secondary Education, Grade: A1 (Mar 2013 - May 2015)

> Achievements: 1st in Speech & Singing Competition, 84% in 2nd International Mathematics Olympiad

— PROFILE

Marketing & Branding Specialist with an MBA in Marketing Management at Welingkar Institute of Management. Holds a Master's in English Literature and a diverse qualification set including FDDI AIST, CET, BITS Pilani, and Vellore for Ph.D. Experienced in SEO, Social Media Marketing & Advertising, Influencer Marketing, Content & YouTube Marketing and a broad spectrum of digital marketing skills aiming to leverage expertise in Strategic Marketing, Digital Campaign Management, and Brand Development for organizational growth. Known for my analytical approach, innovative problem-solving, and effective communication, I am committed to driving brand growth, enhancing organizational success, and increasing customer engagement and loyalty.

— PROFESSIONAL EXPERIENCE

Grad Partners- Content Development Associate, Remote (Aug 2024)

 Craft engaging social media content and researched for accuracy, and strategized for enhanced online engagement

Literary Academic (Educational YouTube Channel)-Content Creator, Self-Employed (May 2019 - Jul 2021)

 Developed educational content on English Literature, Korean Dramas, and Anime. Grew subscriber base to 2k+.

BizGurukul- Affiliate Marketing Specialist, Freelance (Feb 2021 - May 2021)

 Led digital campaigns for e-learning courses, enhancing brand visibility and engagement.

Digital Guru Rajeev Pvt. Ltd.- Content Marketing Strategist, Remote (Oct 2020 - Mar 2021)

KEY SKILLS -

Marketing Skills: SEO, Content Marketing, Google Ads, Canva, WordPress, Social Media Marketing & Advertising, YouTube Marketing, Influencer Marketing

Technical Skills: Video Editing, Presentation Skills (Microsoft PowerPoint), Affiliate Management, Email Marketing

Soft Skills: Analytical Approach, Creative Problem-Solving, Persuasive Communication

LANGUAGES -

- English (Professional Working Proficiency)
- Hindi (Native or Bilingual Proficiency)
- **German** (Elementary Proficiency)

 Crafted SEO-optimized content to support clients' digital marketing strategies.

— CERTIFICATIONS

- Digital Marketing, SEO, Social Media Marketing & Management, Content Marketing, Branding Strategy, Google Ads (Display, Search & Video) - Digital Guru Rajeev, Udemy, Coursera (2020-2024)
- Creative Writing, Content & Copy Writing for SEO and Sales, Google Ads Certifications -Udemy, Google Digital Academy (2020-2021)
- Complete Investing, Fundamentals of Marketing Strategy, Introduction to Marketing
 Udemy, Coursera (2022-2023)

— HOBBIES & INTERESTS

Apart from literary exploration, content creation, branding, educational growth, and digital skill advancement, I am also deeply interested in physical and mental fitness, as well as maintaining a healthy lifestyle.