

Aradhya

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

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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

KEY SKILLS —

— 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)

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.