***CURRICULUM VITAE***

***Aarohan Sharma***

**Contact Information**

**… aarohan1991@gmail.com**

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**C-109, 2nd Floor, Kalkaji, New Delhi – 110019**

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**+91 9899123973**

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[**www.aarohansharma.com**](http://www.aarohansharma.com)

[**www.aarohansharma.com/**](http://www.aarohansharma.com/) **portfolio**

**Skills**

* **3+ Years of experience in Google Ads**
* **Successfully working with Cross Functional Teams**
* **Ability to work Non-Standard Hours**
* **Content Marketing**
* **SEO Optimisation**
* **Social Media Marketing**
* **Website Metrics & Analytics**
* **Website Development**
* **Client Focussed Individual**

Engaging on a 1:1 basis with new customers, helping them grow their businesses. An entrepreneurial, enthusiastic and client-focused professional, helping businessesto broadly build their online presence and grow.Expertise like the 'Social media planning'. Implementing the same with maintaining of a social media-marketing plan. Partnering with the Vendor Management team to develop coaching initiatives for call center team.Creating quarterly marketing strategies for goal and growth achievement.An on-sitepoint of contact and liaison between the Creatives team and Product to provide feedback, resolve questions on products, creatives and issues.Having a practical hands on working experience in the art of 'Building, Growing and Moderating' the social media communities. Along with an in-depth knowledge in creating content as well as curating it for the search engines. This along with creating of info graphics for lead generating and lead nurturing.

***vCommission , Media Pvt Ltd***

*Gurgaon, Mar’19 –Present*

**Associate Manager - Digital Marketing**

The role here has been in marketing of the organisations ‘Nutrafy’ division. This requiring content marketing along with digital marketing tactics. Website Blogging with image creation and optimisation. This along with Social Media marketing for the brand on: FaceBook & Twitter

* Brand Content Management, Campaign reporting and Analytics
* Informed on Google Ads product knowledge
* Reviewing the service quality of representatives regularly against quality and compliance and providing timely feedback to ensure Call Center teams provide the best customer experience
* Website blog posting on the Shopify Content Management System platform
* Digital Strategy and Digital Marketing
* Twitter Marketing with multiple posts in the day on the brand pages
* FaceBook page posting through the ‘Facebook Business Manager’ tab
* Instagram Page Creation, Management and Regular Post Creations

***Isourse, Technologies Pvt Ltd***

*New Delhi, Sep’18 – Dec’18*

**Digital Marketing Expert**

The first jobat hand was of conferring with the international clientele. A lot of link building andLinkedIn marketing was done. A success in pitching of the ‘Software As A Service’ offering was done. Here I played a key role of a ‘Project Manager’.

* Personalization and Segmentation
* Marketing to the IT/Networking/Warehouse Managers of the organisations with business prospect.
* A major breakthrough was setting up of a F2F meeting with my organisation’s promoter with the key account’s manager of Sony corporation, Korea.
* The digital marketing role was including targeted posting on the social handles.
* I even played my part as a ‘Project Manager’. This role was for the creating of the marketing of product for the organisation. I was the single Point Of Contact for the Business-To-Business partner developing team.
* I was communicating the entire software requirement and checking for the implementing. Here a continuous check all along the Product Life Cycle was to be maintained. A proper communication channel was maintained. For having the functionalities up and running. Those such as the software Master, Inbound, Outbound, Reports& JIT functionalities. During the course of the software developing,
* Checked for and prepared the ‘Software Product Testing’ sheet by checking for the functionality sections. I even went to a client, Dektron India for software briefing.

***DTDC***

*Gurgaon, Haryana*

*Feb’17-Sep’18*

**Education**

* **PGDM – Marketing and Human Resource Management- New Delhi Institute of Management - 2017**
* **B. Tech (Information Technology) – Lingayas University’ Faridabad – 2013**

**Certification**

* **Google Ads Mobile Certification**
* **Google Ads Mobile Site Certification**
* **Google Ads – Advance**
* **Digital Marketing Program – DSIM**
* **Inbound Marketing – Hubspot**
* **Facebook Engagement – Udemy**

**Digital Marketing Executive**

Played the lead role in framing of the “Warehouse Operations E-User Manuals’. These were having the different sub-operations to be performed on the system. An in-depth digital marketing application was needed. These manuals, which I furnished, were shared with the entire DTDC E-Fulfilment team on a PAN India basis

* Furnishing of four blog posts weekly was to be done. This with the backing of keyword research using of ‘Google Ads Keyword’ tool. Also, the creating of content material for the official website. Here the requirement was for a well thought of content creation planning.
* This industry was having a narrow target client base. The training programs of the organisation needed enrolments online, for which, I was creating ‘Infographics’. These were depicting the course structure, a Call-To-Action button and images from previousbatches.
* These specific to the different sub-functionalities of the warehouse operations. I even worked at the E-Fulfilment Centre doing products Inbound, Inventory Updating, Outbound and Packaging tasks.
* Here I was using the digital marketing concepts for bringing the service offered to the target. This by means of the online community.
* Worked in the E-Fulfilment centre in the inbound and outbound sections. Here I completed the product packaging tasks. This was varying and was different basis of the product. A laptop packaging was different compared with a jeans or shirt packaging.

***PC Solutions Pvt Ltd***

*New Delhi*

*Aug’13 – Sep’14*

* The digital marketing activities were performed for the organisation clients.
* Was part of the team working on creating of the website for clients. This on the WordPress, Content Management System, platform. Played a lead role in creating and optimising images for uploading on the website. For this, I was using the Photoshop and Canva image tools
* Creating of client’s website on the WordPress platform. Took part in discussions in shortlisting of the website plugins to be set up. Also working on the website functionality testing aspect. The main goal here was making sure that all the tabs and links created were working correctly. A pivotal role played here was in creating of content and images for the website. The challenge here was selecting of images from the large pool of free images from ‘Pixabay’ online platform.
* The eventual result from the proper planning and decision-making was fruitful. The website that came about was having a high ‘Domain Authority’.This was possible for the reasons as a Good Domain Name and Creation of Linkable Content

**Project Engineer**

Created a website for the organisation’s client Diviniti India. Here the setting up of an ‘E-Commerce’ platform was completed. Then had product uploading with specific description and pricing mentioning done.