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🌐 Portfolio

Arun Kumar

Senior Executive Digital Marketing

## Cover Letter

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Dear Hiring Manager,

As a passionate and results-driven **Senior Executive in Digital Marketing** with over four years of experience, I am excited to bring my expertise in **SEO, social media marketing, Google Ads, and content creation** to your organization. My focus has always been on **enhancing online visibility, improving website performance, and executing data-driven campaigns** to maximize brand awareness and lead generation.

In my current role at **Macwell Pharmaceuticals Pvt. Ltd.**, I have successfully developed and implemented SEO strategies, optimizing content and technical elements to increase organic traffic. I have also managed targeted **Meta Ads and Google Ads campaigns**, ensuring audience segmentation, performance analysis, and ROI optimization. Additionally, my proficiency in **WordPress, Canva, Google Analytics, and Google Search Console** has allowed me to design user-friendly websites and create high-quality graphics, enhancing brand engagement and customer retention.

Previously, at **Web Mok Private Limited**, I played a key role in **social media strategy, website development, and marketing budget optimization**. My efforts significantly improved site traffic, audience interaction, and conversion rates across multiple industries, including real estate and finance.

I am eager to leverage my **digital marketing expertise and analytical approach** to contribute to your company's growth. I welcome the opportunity to discuss how my skills align with your needs. Thank you for your time and consideration.

Best regards,

Arun Kumar

# Arun Kumar

## Senior Executive || Digital Marketing

A highly motivated and results-driven Digital Marketing Professional with over 4 years of experience in SEO, social media marketing, Google Ads, and content creation. Skilled in driving online visibility, improving website performance, and executing targeted campaigns to enhance brand awareness and lead generation. Proficient in utilizing tools like WordPress, Canva, Google Analytics, and Google Search Console to optimize digital platforms and improve ROI. Seeking a challenging role where I can leverage my expertise in digital marketing to contribute to business growth and success, while further enhancing my skills and knowledge in the field.



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## SKILLS

Social Media Optimization

Social Media Marketing

Meta Ads Management

Google Ads Campaigns

Digital Strategy

Search Engine Optimization

WordPress Development

Google Search Console

Keyword Research

Image Creation

Graphic Design

Canva Expertise

Email Campaigns

Google Analytics

Content Marketing

## WORK EXPERIENCE

### Senior Executive | Digital Marketing

Macwell Pharmaceuticals Pvt. Ltd., Rohtak

04/2023 - Present

#### Tasks/Achievements

- **Developed and implemented SEO strategies**, improving website visibility by optimizing content, keyword targeting, and technical SEO, resulting in increased organic traffic and enhanced online presence for the company's digital platforms.
- **Created engaging, high-quality content and optimized social media presence**, driving user engagement, brand loyalty, and conversion rates, while boosting the company's visibility across various social media channels through consistent, creative posts.
- **Managed targeted Meta Ads campaigns**, focusing on brand awareness and lead generation, driving relevant traffic and increasing conversions through careful audience segmentation, ad copy optimization, and constant performance analysis for continuous improvement.
- **Developed visually engaging graphics** for social media and digital marketing initiatives, ensuring alignment with the brand's messaging and visual identity, leading to improved content interaction, higher engagement rates, and better user experience across platforms.
- **Enhanced brand positioning by focusing on veterinary product promotion**, managing digital marketing campaigns to educate potential clients on the value of high-quality veterinary products, improving animal health, productivity, and ultimately boosting sales and business growth.

### Digital Marketing Executive

Web Mok Private Limited, Rohtak

01/2021 - 02/2023

#### Tasks/Achievements

- **Implemented SEO techniques to enhance website visibility**, utilizing keyword research, content optimization, and technical SEO strategies to increase organic traffic, improve rankings, and boost overall website performance across search engines.
- **Optimized social media presence** by developing targeted strategies, creating engaging content, and managing platforms to increase user engagement, brand awareness, and audience interaction, ensuring alignment with overall digital marketing goals.
- **Designed and developed user-friendly websites**, focusing on seamless navigation and responsive design to enhance user experience, increase site traffic, and reduce bounce rates, resulting in improved customer retention and conversion rates.
- **Managed marketing budgets and campaigns**, using data analysis and customer insights to optimize ROI. Developed strategic recommendations to allocate resources efficiently, ensuring maximum impact and continuous improvement in marketing performance and budget utilization.

## PROJECTS

Macwell Pharma (03/2023 - Present)

- **Designed and developed the company's website using WordPress**, ensuring a user-friendly interface, smooth navigation, and responsive design to enhance visitor experience, increase engagement, and improve conversion rates for better business growth.
- **Implemented SEO strategies to improve organic search visibility**, optimizing website content, meta tags, and backlinks, enhancing keyword rankings, driving higher traffic, and increasing brand awareness through effective on-page and off-page SEO techniques.
- **Created visually engaging social media graphics using Canva**, designing high-quality posts, infographics, and promotional materials to boost audience interaction, strengthen brand presence, and improve overall engagement across multiple social media platforms.
- **Managed and optimized Google Ads & Meta Ads campaigns**, conducting keyword research, audience targeting, and performance analysis to generate high-quality leads, maximize ad spend efficiency, and improve return on investment (ROI) for business growth.

## PROJECTS

Webmok Pvt. Ltd. (03/2021 - 02/2023)

- Managed **SEO, social media marketing, and Meta Ads for real estate and finance projects**, optimizing website content, targeting the right audience, and leveraging digital platforms to drive business growth and lead generation.
- Developed **AI-driven content strategies** to enhance user engagement, personalize interactions, and improve lead conversion rates by creating relevant, data-driven content that resonated with target audiences, leading to better customer retention.
- Optimized **SAKISAHUB's website SEO**, improving Google search rankings through comprehensive keyword research, technical optimizations, and content refinement, resulting in higher organic traffic and enhanced visibility for the PhD admission services.
- Ran **Google Ads campaigns to drive student enrollment for PhD admission services**, creating targeted ads and analyzing performance metrics to increase leads, enhance brand awareness, and attract prospective students to the website.

## EDUCATION

### Bachelor of Commerce (B.Com)

Maharishi Dayanand University, Rohtak

### Intermediate – Commerce

C.R.M.P. School, Rohtak

## CERTIFICATES

Advanced Digital Marketing Course – Web Mok Private Limited (August 2020)

Three-Month Computer Basics & English Typing Course – ZAD Institute, Rohtak

Course on Computer Concepts (CCC)

## LANGUAGES

English



Hindi

