

PROFILE

A seasoned professional with over 6+ years of experience across various fields. Experienced digital marketing specialist with a passion for data-driven strategies to boost brand awareness, generate leads, and drive revenue. Skilled in SEO, PPC campaign management, and social media marketing. Goal-oriented and dedicated to achieving online marketing objectives by executing effective strategies that deliver measurable results.

In addition, 4+ years of experience as a customer support specialist with a strong focus on delivering exceptional service through phone, email, and live chat. Proven track record of resolving inquiries promptly to ensure high customer satisfaction and retention. Skilled in product Sales and providing detailed product information, resulting in increased sales.

PROFESSIONAL EXPERIENCE

UbCircle Pvt Ltd

DIGITAL MARKETING SPECIALIST

11/2022 – present | Pune, India

- Managed social media marketing campaigns across multiple platforms such as Instagram, Facebook, and WhatsApp, driving follower growth and increasing use engagement.
- Proficient in handling social media platforms and creating various creatives/posts using Canva.
- Implemented SMS marketing strategies for an online E-commerce platform.
- Created marketing content and performed SEO optimization on social media accounts.
- Utilized tools such as Chat GPT, Canva, Meta, Interakt, Jira, and Google Keyword Planner

AllHeartWeb Pvt Ltd

DIGITAL LEAD ANALYST

04/2022 – 10/2022 | Chandigarh, India

- Proficient in various aspects of SEO, including on-page/off-page optimization, link building, and keyword research.
- Skilled in content creation, social media optimization, and managing Google Ads.
- Led a team of 4, providing guidance and overseeing work.
- Prepared reports, utilized tools like Google My Business, Ahrefs, and improved client interaction through Basecamp.

Imark Infotech Pvt. Ltd

SEO EXECUTIVE

03/2021 – 04/2022 | Chandigarh, India

- Conducted SEO activities including on-page and off-page optimization, link building, and keyword research.
- Utilized tools such as Google Analytics and Screaming Frog for SEO analysis and web analytics monitoring.
- Employed tools like Ahrefs, Moz, Google Keyword Planner, HubSpot, Basecamp, Screaming Frog, SEOsite checkup, and Copymatic.ai.

Arshdeep

Digital Marketing Specialist



✉ arsh.deepofficial01@gmail.com

📞 +91 9888518191

📍 Narwana, India Pin 126116

📅 18/08/1994

🌐 <https://www.linkedin.com/in/arsh-deep-09950b97/>

SKILLS

- SEO(Search Engine Optimization)
- SEM(Search Engine Marketing)
- Social Media Marketing
- SMS Marketing
- Google Ads
- Google My Business
- Customer Support Expert
- Sales Expert
- Client Handling
- Team work
- Project management
- Ms Excel/word

LANGUAGES

English, Hindi, Punjabi

Eclerx Pvt. Ltd

SUPPORT ANALYST

09/2016 – 12/2021 | Chandigarh, India

- Provided exceptional customer support through various channels, including phone, email, and live chat.
- Resolved customer inquiries and issues promptly, ensuring high levels of customer satisfaction and retention.
- Offered detailed information to customers, resulting in increased product adoption and sales.
- Maintained accurate records of customer interactions and regularly updated the customer database.

PROJECTS

Comcast

4 ½ years of experience with US customer handling

- Assisted Comcast customers with issues related to internet, cable, phone, and home security services

SEO PROJECTS

❖ <https://celito.net/> — SEO Onpage and Backlink Creation

Result :

Generated organic traffic of 5000 per month with 150+ keywords ranking in the top 3 positions on Google.

❖ [http://cbdmovers.com.au/ \(Movers, AU\)](http://cbdmovers.com.au/) — SEO Onpage

Result :

Attained organic traffic of 12000 per month with 150 keywords ranking in the top 3 positions on Google.

❖ [https://www.vr-wave.store/ \(eCommerce\)](https://www.vr-wave.store/) — SEO

Onpage, Offpage and Technical Seo

Result :

Achieved organic traffic of 5000 per month with 100 keywords ranking in the top 3 positions on Google.

❖ [https://nottinghamcars.com/ \(Taxi, UK\)](https://nottinghamcars.com/) — SEO

Onpage, Offpage and Technical Seo

Result :

Attained organic traffic of 12000 per month with 150 keywords ranking in the top 3 positions on Google

SEO and Social Media Projects

- Whoisdatacenter.com
- Allheartweb.com
- Unibazaar — eCommerce
- Shopsocialii — eCommerce
- BharatCaterers.com

DECLARATION

I solemnly affirm that the above information is true to the best of my knowledge and belief. I am confident in my ability to work independently as well as in a team.

Arshdeep

EDUCATION

Master's in Computer Application

Chandigarh University,
2014 – 2016 | Chandigarh, India

Subjects :

C, C++, Oracle, Java, dot net,
SQL, Networking

Bachelor's in Computer Application

Govt Girls College, Sector 11
2011 – 2014 | Chandigarh, India

Subjects:

C, C++, Networking, History,
Math

AWARDS & CERTIFICATIONS

- Google Ads Certification
- Client Appreciation Certificates by Eclerx Pvt. Limited.
- Data Visualization & Storytelling Live Class Certification University Of Miami
- Promise Performer Appreciation Certificate by Imarkinfotech Pvt. Limited
- 6 months of industrial training on Networking at Tech Mahindra

TOOLS

SEO/SMM/Ads/Content Tools

- Ahrefs
- Google Analytics
- Google Search Console
- Google Keyword Planner
- Moz
- SEMrush
- Screaming Frog
- Yoast SEO
- Majestic
- Slack
- Jira
- Basecamp
- Canva
- Uber Suggest
- Google AdWords
- Chat GPT
- Interakt
- WordPress