

Aryan Asati

Digital Marketer

PROFESSIONAL EXPERIENCE

Digital Marketer, Maison De Profumo, Indore

Apr 2023 - Feb 2024

- Designed and managed shopify website to optimize categorization and listing of 800+ products, for enhanced user shopping experience, that resulted in 60% increase in user engagement and 30% increase in sales in a span of 3 months.
- Contributed towards lead generation through brand promotion, search engine visibility using snapchat ads, affiliate marketing that lead to generating 525 leads resulting in 105 conversions.
- Promoted company products by creating 100+ social media posts and reels on instagram in 3 months that resulted in acquiring 1000+ followers and 100 likes per posting.

Intern, Myitrental, Remote

Apr 2023 - May 2023

- Designed a website from scratch for brand promotion and user engagement that helped the company in creating offline engagement as well as a by product.
- Gained valuable experience in working remotely and adapting to a corporate environment, in addition to sharpening skills in website design and development.

EDUCATION

Year	Degree	Institute
2022- 25	Bachelor's Degree Commerce	S.C.P.S, Indore
2021- 22	12th Grade M.P Board	P. B. N, Rau, Indore
2019 - 20	10th Grade M.P Board	P. B. N, Rau, Indore

CURRENT SKILLS

The Marketing Skills

Oct 2023 - Present

- Mastered various digital marketing skills, including SEO, Facebook Ads, Google Search Ads, YT/Display Ads, Amazon Ads, and Product Listing.
- Developed proficiency in utilizing essential tools such as Google Analytics, UAC, Shopping, and Pmax to enhance online advertising and marketing strategies.
- Acquired transferable skills like effective team building, teamwork, leadership, communication, time management, and punctuality, contributing to a well-rounded professional skill set.

POSITIONS OF RESPONSIBILITY

Captain, Netball Team, Prerna Bal Niketan Higher Secondary School, Indore

Aug 2021

- Led the team for 2 years and in a 8 teams inter-state competition that enabled the team to secure second place and acquire skills like teamwork, leadership, coordination.

CERTIFICATIONS

Website Designing, Digital Gurukul, Indore

Nov 2022 - Jan 2023

- Acquired expertise in wordpress website development tools to design and manage websites that resulted in developing a personal web-site and helped in assignments with companies as later.

ADDITIONAL EXPERIENCE

Digital Marketer, Freelance, Remote

- Created a personal website (www.aryanasati.site) from scratch to secure freelance projects.
- Handled 2 clients till now, created websites for them and also did the SEO for their website that resulted in 60% increase in user engagement and 30% increase in sales.

OTHER INTERESTS

Playing Cricket

- Passionate about playing cricket since i was a kid, specifically keen on bowling that helps to work together as a team and have acquired skills like game strategy.

Rubik Cube

- Learned this art out of curiosity and have been able to improve the speed from 10 mins to 1 minute in a span of 2 months in addition to acquiring skills like focus, concentration, and problem solving.