

# Arvind Rana

**Digital Marketing Manager** with 9+ years of experience leading integrated marketing strategies, digital transformation initiatives, and AI-powered growth campaigns. Proven track record of scaling online presence, driving revenue growth, and building high-performing marketing teams through data-driven decision-making and automation-led execution.

## PROFESSIONAL SUMMARY

Results-driven Digital Marketing Head with 9+ years of experience leading full-funnel marketing across 150+ electronics retail stores. Skilled in SEO, Social Media, RCS, WhatsApp, Influencer Marketing, and Google Business Profile, with a strong focus on SOP standardization to ensure consistency and efficiency at scale. Deploys a 20+ tool AI stack — including HubSpot AI, Jasper, Semrush, AdCreative.ai, and Midjourney — to automate campaigns, accelerate content, and drive measurable ROI. A data-driven leader who turns insights into impact.

## SKILLS

- AI Marketing Strategies
- AI SEO Optimization (GEO & AEO)
- Google Business Profile
- AI-Powered RCS Marketing
- PPC Campaign Management
- Content Creation
- Content Marketing Specialist
- AI-Powered Social Media Marketing
- Generative AI Social Ads
- Influencer Marketing Campaign Management
- WhatsApp Marketing
- YouTube Marketing
- LinkedIn Marketing
- Twitter (X) Marketing
- Email Marketing
- RCS Marketing
- SMS Marketing
- Project Management
- Communication and writing skills
- Cold calling skills
- Online marketing
- SEM strategy development
- Marketing strategy
- Relationship Management
- Brand Development
- Website Optimization
- Keyword Research
- PPC

# WORK HISTORY

## Digital Marketing Manager

### Value Plus Retail Pvt Ltd, Noida (September 2022 – Present) (150+ Electronics Stores)

#### AI-Powered Social Media Marketing

- Led AI-powered digital marketing campaigns using predictive analytics and automation, boosting engagement 38%, reducing CPC 27%, and improving campaign ROI 35%.
- Built and implemented an AI-driven social media planning system to forecast trends and competitor strategies, enabling campaign launches 2–3 weeks ahead of market and accelerating audience growth 30%.
- Developed data-driven and generative AI-based content strategies, increasing ad conversion rates 42% and significantly improving campaign performance.
- Directed end-to-end production of high-impact VFX and AI-powered video content including product demos, feature explainers, testimonials, meme creatives, and promotional reels to strengthen brand recall and engagement.
- Managed multi-platform social media strategy and creative execution across Facebook, Instagram, LinkedIn, Twitter, and YouTube with platform-specific optimization.
- Optimized YouTube growth strategy through SEO-focused titles, descriptions, and hashtag research, increasing organic reach and video discoverability.
- Led bilingual (Hindi & English) marketing campaigns and festive promotions, driving stronger regional engagement and higher digital conversions.
- Collaborated with brand partners, store teams, and creative departments to produce trend-driven digital assets, on-ground event content, and performance-focused ad creatives.

#### Influencer Marketing & Campaign Management

- Spearheaded data-driven **influencer marketing strategies across 30+ cities**, boosting overall brand engagement by 60% and **increasing social media followers by 55% within a single month**.
- Produced and **managed 200+ influencer videos within a two-month timeframe**, accumulating **20M+ cumulative views and driving a 45% increase in store footfall** to enhance multi-city retail sales.
- Executed highly targeted pre-launch influencer campaigns to generate local buzz, successfully **driving over 1,000 customers to the store on launch day** and ensuring a high-impact market entry.
- Led end-to-end Creator Management and contract negotiations, **successfully reducing collaboration costs by 50%** while elevating content quality and strict adherence to delivery timelines.
- Leveraged Influencer Generated Content (IGC) to fuel paid ads and brand channels, effectively **reducing creative production costs by 40%** without compromising high engagement rates.
- Designed a strategic, multi-tiered influencer mix (micro, macro, and regional creators), improving audience targeting accuracy and increasing overall campaign conversions by 40%.
- **Implemented structured Influencer Relationship Management (IRM) systems** to accurately track ROI, leading to a 35% improvement in campaign efficiency and fostering stronger, long-term creator partnerships.
- Directed diverse, high-performing campaign formats—including brand ambassador programs, affiliate campaigns, product seeding, and paid whitelisting—yielding 60% higher engagement rates compared to previous campaigns.

- Analyzed comprehensive KPIs (Reach, ER, CTR, footfall) to continuously optimize strategy, consistently outperforming quarterly targets by 35%+ and delivering actionable weekly performance updates to senior directors.

#### **WhatsApp Marketing & Campaign Management**

- **Executed large-scale WhatsApp marketing campaigns targeting 1M+ customer records**, ensuring high delivery efficiency while strictly complying with opt-in regulations and anti-spam policies to maintain account health.
- Led and scaled a high-performing customer engagement team, reducing average response times by 45% and elevating the Customer Satisfaction Score (CSAT) to 90%+.
- **Segmented target audiences**—including new leads, existing customers, and VIP clients—to deliver highly personalized, conversion-focused messaging that improved the repeat customer rate by 35%.
- **Launched rich-media campaigns utilizing video messages**, product catalogs, and approved templates via the WhatsApp Business API to maximize engagement and drive store visits.
- Managed diverse, omnichannel campaign formats, successfully integrating Click-to-WhatsApp Ads via Meta Ads Manager alongside scheduled broadcast messages and real-time promotions.
- Conducted rigorous A/B testing on message copy, visuals, and timing, continuously optimizing budgets and KPIs such as delivery rates, open rates, and CTR to maximize ROI.
- Leveraged chatbots and automation tools to establish 24/7 customer support, significantly improving first-response efficiency and accelerating query resolution.
- Analyzed real-time performance analytics to provide weekly strategic updates to clients and stakeholders, ensuring campaigns consistently aligned with broader business objectives and sales growth targets.

#### **Local SEO & Google Business Profile (GBP) Management**

- Directed the optimization and **scaling of 200+ Google Business Profile (GBP)** listings nationwide, executing high-level local marketing strategies that consistently drove search growth and brand visibility.
- Led strategic local SEO initiatives—including rigorous NAP management, category optimization, and keyword integration—significantly **increasing search visibility**, CTR, and measurable in-store footfall.
- Standardized SOPs for listing updates, verifications, and post scheduling to improve workflow efficiency and minimize operational errors.
- **Designed and executed structured content** calendars and keyword strategies for Google Posts, media uploads, and Q&A sections, maximizing local discoverability and customer engagement rates.
- Implemented proactive **review generation and crisis management strategies**, successfully resolving negative review escalations to protect brand reputation and maintain high average online ratings.
- Acted as the primary escalation point for complex technical issues, **directly coordinating with Google Support to rapidly resolve listing suspensions**, manage duplicate profiles, and ensure strict policy compliance.
- **Oversaw live video and new location verification processes**, streamlining the onboarding and seamless activation of new listings across metro and non-metro markets.
- Analyzed local search data and performance KPIs to create comprehensive quarterly reports, presenting ROI impact and actionable growth recommendations to senior leadership.
- Collaborated cross-functionally with Marketing, Operations, and regional teams to ensure all local search initiatives perfectly aligned with broader business objectives and promotional campaigns.

## **Website SEO & Organic Growth Strategy**

- Spearheaded comprehensive website SEO strategies, conducting deep-dive technical audits to resolve crawlability issues and improve site architecture, resulting in a 40% increase in organic traffic.
- Directed on-page SEO optimization for 500+ web pages, landing pages, and promotional assets, strategically integrating high-intent keywords to achieve top-3 search rankings for core competitive terms.
- Leveraged AI-driven SEO tools and predictive analytics to forecast search trends, continuously refining content strategies to capture emerging market demand and outpace competitors.
- Optimized Core Web Vitals and page load speeds across both desktop and mobile platforms, collaborating closely with development teams to enhance user experience and reduce bounce rates by 25%.
- Developed and executed a robust backlink acquisition strategy, securing high-authority placements across industry-relevant publications to boost Domain Authority (DA) by 12 points within three months.
- Managed end-to-end SEO content calendars, perfectly aligning targeted blog posts, multimedia assets, and promotional materials with broader brand objectives and product launch cycles.
- Executed comprehensive localized SEO campaigns, implementing schema markup and localized content mapping to increase regional organic visibility and drive targeted leads.
- Analyzed user behavior and traffic metrics using Google Analytics 4 (GA4), Google Search Console, and SEMrush, transforming raw search data into actionable growth insights for senior leadership.
- Led continuous A/B testing on metadata (title tags, meta descriptions) and on-page UI elements, successfully improving organic Click-Through Rates (CTR) by over 30% across key service pages.
- Integrated SEO workflows seamlessly with broader omnichannel marketing initiatives—including influencer campaigns and paid media—ensuring a unified digital strategy that maximized overall marketing ROI.

## **Digital Marketing Manager**

### **SFM Pvt Ltd, Delhi (April 2017 – August 2022)**

- Administered marketing calendar and posted new content to coincide with new product and service releases.
- Project managed digital marketing campaigns which were heavily focused on revenue generation and customer retention.
- Drove all digital marketing tactics, which include email marketing, landing pages, SEO/SEM, paid search, banner placement, analytic tagging, mobile optimization, and social components.
- Developed an SEO-centered content strategy for the launch of a new website, increasing page views by 200%.
- Spearheaded client meetings to determine project needs and professional requirements and identify correct course of action enhance client success.
- Utilized techniques such as cold calling, networking and prospecting to develop new leads.
- Evaluated monthly performance statistics and used data to inform future strategies.
- Monitored and evaluated website analytics to assess campaign success, identify issues and make forward-thinking adjustments to maintain targets.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns.
- Successfully launched offline and online consumer targeting and marketing strategy.
- Detailed study of competitor pages to locate backlinks and Conducted keyword analysis to improve traffic quality by 300%.
- Managed a team of 30 professionals with direct reports engaged in ongoing product optimization, account management, and ad placement on the company website.

- Increased customer engagement through social media.
- Devised strategies and roadmaps to support product vision and value to business.
- Drafted social media content with consistent content and tone.
- Directed successful search engine marketing campaign that used solid linking, technical and keyword research tactics.
- Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives and methods for improvement.
- Masterminded highly successful digital strategies for various platforms to attract customer engagement.
- Created marketing content such as blogs, promotional materials and advertisements for social media.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
- Monitored return on investment of online and social media marketing efforts.
- So far trained more than 70 marketing and digital marketing interns who were from reputed colleges from different parts of India.
- Strengthened brand authority through strategic online reputation management, improving ratings, reviews, and overall digital trust signals.
- Established structured training programs and mentorship frameworks to upskill marketing teams in performance marketing, SEO strategy, AI tools, and analytics, enhancing overall team productivity and output quality.

## **Sr. Marketing Executive**

### **Digital Horizons India Delhi (June 2016 – March 2017)**

- Drafted marketing plans based upon extensive research and prospects targeted.
- Analyzed marketing campaigns using key metrics and performance indicators.
- Oversaw development of traditional and social media marketing campaigns to drive sales and customer engagement.
- Supervised marketing team of 5 Marketing Executive.
- Redesigned user experience, site functionality and online merchandising, increasing sales by 40%.
- Created official company page on different social media platforms to facilitate interaction with customers.
- Coordinated teams of design and implementation professionals to manage all project objectives.
- Analyzed ratings and features of competitors to evaluate effectiveness of marketing strategies.
- Increased market awareness and penetration through development of creative collateral.

## **Sr. CSE in SAMSUNG Process**

### **I Energizer IT Services Pvt Ltd Noida (September 2015 – April 2016)**

- Developed team communications and information for meetings.
- Maintain a good relationship between customers and the company.
- Communicate effectively with the customer support team.
- Identifying customer needs and helping customers use specific features.
- Participated in team-building activities to enhance working relationships.
- Maintained excellent attendance record, consistently arriving to work on time.

# EDUCATION

## Secondary School

CPS NCR

## Higher Secondary School Commerce with Maths

VBS NCR

## Executive Level Legal, Secretarial, And Corporate Governance.

Institute of Company Secretaries of India New Delhi

## Bachelor of Commerce

Delhi University New Delhi

## MBA Digital Marketing

Amity University Noida

## AI Tools & Automation

ChatGPT  
Google Gemini  
copilot  
Claude  
Surfer SEO  
Midjourney  
Runway ML  
Zapier  
Otterly.ai  
Notion AI  
HubSpot A  
Jasper AI  
AdCreative.ai  
Perplexity AI  
ElevenLabs

## AI Events & Achievements

### India AI Summit 2025 — New Delhi 2025

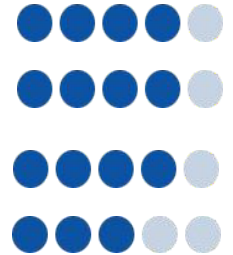
- Attended India's largest AI policy and technology summit, covering AI regulation, generative AI in enterprise, and the future of AI-first marketing.

### AI automation tools built

- Built AI social content automation pipeline (ChatGPT + web scraper + Canva AI), reducing content production time by 70% across 5 platforms
- Built GBP automation workflow (web scraper + AI) managing 150+ listings, saving 40+ hours/month in manual operations
- Built AI influencer discovery and ROI tracking tool, reducing creator selection time by 60% and improving campaign targeting accuracy

## SOFTWARE

- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- CorelDRAW



## SEO Tools & CRMs

- Google Analytics
- Google Tag Manager
- Google search console
- Mailchimp
- SEMrush
- Hootsuite
- RouteMobile
- Pine Labs
- Ahrefs
- Google AdWords
- Social champ
- Ubersuggest
- Airtel IQ Reach
- Yoast SEO

## CERTIFICATES

- Google AdWords Certification
- Google Analytics Certification
- Facebook Ad Certification
- YouTube Certification

## LANGUAGES

- English
- Hindi



## Interests

- Travelling
- Social Service
- Blogging
- Listening to music
- Poetry
- Study AI trends in marketing