



VIBHOR ARORA

🔍 Digital Marketing Specialist

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📍 Gurugram, Haryana, India

Cover Letter

Dear Hiring Manager,

I am excited to apply for the Digital Marketing role at your company. As a highly skilled and motivated individual with a passion for digital marketing, I believe I can contribute significantly to your team's success.

With over 4 years of experience in digital marketing, I have developed a wide range of skills and expertise in areas such as social media marketing, SEO, content marketing, and PPC advertising. I have also worked with various digital marketing tools and platforms such as Google Analytics, Google Console, Ubersuggest, Semrush, Copymatic, Hootsuite, Canva and Mailchimp.

What sets me apart from other candidates is my ability to understand consumer behavior and develop effective digital marketing strategies that deliver results.

I am constantly keeping up with industry trends and best practices, and I am always looking for new ways to improve my skills and knowledge.

I am confident that my experience, skills, and passion for digital marketing make me a strong candidate for this position. I am excited about the opportunity to contribute to your team and help drive business growth.

Thank you for considering my application. I look forward to the opportunity to discuss my qualifications further.

Sincerely,
Vibhor Arora



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I'm a digital marketing specialist based in Gurugram, Haryana, India with 3+ years of experience in the digital marketing industry.

My focus area for the past few years has been SEO (Search Engine Optimisation) with Google Algorithms, and I'm also skilled in Facebook and Instagram Ads with Go. I am very quality conscious as I have been mentored by top industry leaders Digital Deepak and Sanjay Shenoy.



WORK EXPERIENCE



Digital Marketing Freelancer

Sept. 2022 - Present

- Proven track record of delivering successful SEO and social media marketing projects for clients across various industries.
- Demonstrated ability to work independently, manage multiple projects simultaneously, and meet tight deadlines.
- Experience in conducting SEO audits, identifying technical issues, and implementing on-page optimization and link building strategies.
- Expertise in keyword research, competitive analysis, and content optimization to improve search engine rankings and drive traffic to client websites.
- Skilled in developing and executing social media strategies, creating engaging social media content, and managing social media ad campaigns to increase brand awareness and drive conversions.
- Ability to collaborate effectively with clients, understand their unique business goals, and tailor SEO and social media strategies to meet their specific needs.
- Strong analytical skills, able to interpret data and use insights to optimize campaigns and improve performance.
- Proficient in using SEO and social media tools, including Google Analytics, SEMrush, Hootsuite, Buffer, and more.
- Experience in creating and presenting reports to clients, showcasing campaign performance and recommending areas for improvement.
- Constantly learning and keeping up-to-date with the latest SEO and social media trends and best practices to provide clients with the most effective solutions.

To know more about me in depth, please visit www.vibhorarora.me



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EZ Lab Private Ltd.

Digital Marketing Senior Specialist

June 2022 - August 2022

- Creating digital marketing campaigns that maneuver through all areas of the project life cycle
- Clearly understand and implement digital marketing campaigns that were tailored to the needs of the customer.
- Providing analytical reporting of campaigns to management and stakeholders
- Managed the team that can deliver projects and deliver results on time
- Programmed, run and managed social media calendar according to quarterly theme.
- Created strategies and also implemented SEO best practices to increase website traffic from specific countries.
- Setup WhatsApp Business on all official numbers of various departments of the company.
- Generate traffic, leads and traction through SM paid campaigns optimized from Facebook/Instagram and LinkedIn.
- Creating reports and analysis of campaigns to share with the sales team and the CEO's office



01 SYNERGY

Digital Marketing Senior Specialist

January 2020 - May 2022

Successful Digital Marketing Specialist skilled at planning, executing, and optimizing online marketing strategies. Promotes products successfully through multiple digital strategies. Achieves consistent successes with excellent planning skills and proactive campaign tracking.

- Creating plans, strategies and implementing the overall digital marketing strategy in sync with the customer business objectives.
- Manage initial client interactions, gather requirements, prepare proposals and ensure end-to-end delivery within the stipulated time frame
- Managing Indian and Overseas clients and generating SEO results successfully by ranking websites in the top positions of Google organically with dedicated keywords.
- Measure client KPIs and create an inbound marketing plan with the team.
- Perform on-page audits of websites and make recommendations to the development team in coordinating the structure of websites and landing pages as per Google guidelines
- Track and measure SEO strategies through Google Analytics, SEMrush, and generate reports for clients
- Conducted continuous evaluations of market trends to stay current on consumer and competitor changes.



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SMO/SMM

- Helped clients develop website portals and social media pages to promote businesses.
- Create and deploy Facebook Ads campaigns for Indian and overseas clients, generate results through leading generations, and drive traffic to the appointment portal. Patient appointments increased by 250% - 300%.
- Monitor company social media accounts by collaborating with the team. Posting graphics and status regularly for brand awareness by driving traffic organically.
- Coordinate with teams of content writers, designers, and other freelancers to discuss strategies to improve marketing results
- Tracked and reported on marketing campaign performance monthly to help with optimizing current and future plans.
- Managed digital projects end-to-end, from initial conceptualizing through final implementation and live monitoring.



SKILLS ★★★★★

- Planning & Organising
- Industrial Keywords Research
- Research & Analytics
- Social Media Tools
- Problem Solving Skills
- Good Communication Skills



CERTIFICATIONS

- Google Digital Unlocked from Google
- Digital Marketing Program from Digital Deepak
- HIIT SEO Program from Sanjay Shenoy



LANGUAGE

English



Hindi



ACHIEVEMENTS

Appeared in the Tribune India newspaper in 2018 by Woopler while working with a startup.