

ARUN RAGHAV

Digital Marketing Manager

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SUMMARY

I'm Arun Raghav, a digital marketing professional with over 5+ years of hands-on experience in building brands and generating leads through result-driven campaigns. I have successfully managed key projects for D2C brands and excelled in performance marketing across multiple platforms, ensuring growth and visibility in a competitive market.

EXPERIENCE

Digital Marketing Manager

Sociopool India Pvt. Ltd.

08/2023 - Present | Delhi, India

A digital marketing agency focusing on helping brands grow their online presence.

- Led end-to-end digital marketing strategies for multiple D2C and app-based brands.
- Successfully managed Google and Meta Ads for DirectPay4U and Pay2Earn.
- Built the clothing brand BBindaas from scratch, managing website development and high-converting campaigns.
- Launched GTA Naturals, took charge of brand creation and performance marketing.
- Collaborated closely with creative, content, and development teams to deliver impactful results, optimize ad spends, and scale brand visibility and sales through data-driven campaigns.

Digital Marketing Executive

Burner Digital Pvt. Ltd.

06/2021 - 01/2023 | Noida, India

A digital-first company known for launching and scaling Gen Z-focused D2C brands in apparel and accessories.

- Executed Meta Ads campaigns to launch and grow Overlays (clothing) and Layers (mobile skins).
- Developed audience-targeted strategies to drive brand engagement and online sales.
- Analyzed ad performance data to optimize creatives, targeting, and ROAS.
- Worked closely with creative teams to produce scroll-stopping ad visuals.
- Supported full-funnel campaign execution from awareness to conversion.

Digital Marketing Executive

IAS Paper

06/2019 - 03/2021 | Vasai Virar, India

An educational platform providing information on competitive exams, colleges, and universities in India.

- Led a team to enhance and optimize existing content using effective on-page SEO strategies.
- Managed and scaled Google Search Ads to increase visibility for high-volume exam-related queries.
- Executed SMO activities across platforms to improve brand awareness and social engagement.
- Monitored keyword rankings and implemented improvements based on SEO audit findings.
- Contributed to significant organic traffic growth and user retention through data-driven decisions.

EDUCATION

Bachelor of Computer Applications, Computer

Indira Gandhi National Open University

01/2020 - 12/2022

Intermediate, Mathematics

Uttar Pradesh State Board of High School and Intermediate Education (UPMSP)

03/2016 - 03/2017

KEY ACHIEVEMENTS



Brand Visibility Growth

Grew GTA Naturals' brand visibility by 300% in 6 months through performance marketing.



Complete Brand Creation

Built GTA Naturals from scratch — branding, website, products, and marketing.



Website Development

Single-handedly created and launched the Education Beginner website with SEO setup.



Lead Generation

Developed Policy Bhandar website and ran Google, Meta & YouTube Ads for webinar leads.



Meta Ads Success

Ran high-performing Meta Ads for Overlays and Layers at Burner Digital.



SEO Impact

Improved 100+ articles at IASpaper, boosting rankings and organic traffic.

PROJECTS

Education Beginner

03/2023 - 08/2023 | Delhi, India

Education Beginner is an educational platform built from scratch to provide exam updates, college information, and downloadable resources. I led website development, managed a team of content writers, and implemented SEO strategies to grow organic traffic. The platform also offered digital products, generating both leads and revenue during its initial phase.

Policy Bhandar

02/2023 - 07/2023 | Delhi, India

Policy Bhandar is an insurance-based platform where I developed the entire WordPress website and ran Google, Meta, and YouTube Ads to generate leads and drive webinar registrations. I handled complete funnel setup, ad creatives, and targeting strategies, helping the brand establish its digital presence and grow its customer base effectively.

SKILLS

Google Ads

Meta Ads

Leads Generation

Performance Marketing

E-Commerce

Web Development

Content Development

Social Media Optimization (SMO)

Search Engine Optimization (SEO)