

DHRUV MARH

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LOCATION

Noida- 201009

Enthusiastic and results-driven **digital marketing** graduate with a strong foundation in **SEO, Search Engine Marketing, Social Media Management, and content creation**. Seeking a challenging role in an organization to leverage my skills in **Digital Marketing Strategy, Campaign Management, and Analytics** to drive brand growth and enhance **Customer Engagement**.



PROFILE SUMMARY

- Developed a robust **skill set encompassing digital marketing strategies, data analysis, and customer relationship management**, with a strong emphasis on driving organic traffic and improving search engine visibility.
- Showcased **proficiency in digital marketing tools and techniques**, including **SEO, SEM, and social media marketing**, enabling the execution of data-driven campaigns that maximize reach and engagement.
- Spearheaded a successful **marketing campaign that resulted in an increase in lead generation**, showcasing the ability to align marketing strategies with business objectives.
- Well-versed in supply chain dynamics and operational logistics**, contributing to the development of strategies that enhance efficiency and reduce costs.



CORE COMPETENCIES

- Search Engine Marketing (SEM)
- Market Research
- Search Engine Optimization
- Campaign Management
- Google Analytics (GA4)
- Social Media Marketing
- Client Relationship Building
- Customer Acquisition
- Resource Allocation
- Risk Management
- Operational Efficiency
- Customer Segmentation



SOFT SKILLS



EDUCATION DETAILS



(2019) MBA – Marketing and Operations, LM Thapar School of Management - Thapar University Patiala, Punjab



(2016) Bachelor of Technology - Civil, Gian Jyoti Institute of Management and Technology Mohali, Punjab

IT SKILLS

- Website Creation and Management** (WordPress, Elementor, WooCommerce, Wix, Shopify)
- Digital Marketing and Analytical Skills:** SEO, SEM, Social Media Marketing, Google Analytics 4
- Email Marketing** (Mailchimp, Brevo)
- Graphic Design** Canva
- Microsoft Office** (Outlook, PowerPoint, Access, Excel, Word)
- Google Suite** (Sheets, Slides)

CERTIFICATIONS

- Digital Marketing Certification – HubSpot Academy:** Gained expertise in comprehensive digital marketing strategies, focusing on effective online engagement. [Link](#)
- Social Media Audience Engagement Training – Internshala:** Developed skills in crafting impactful organic social media content to effectively engage target audiences. [Link](#)
- Paid Social Media Marketing Course – Internshala:** Learned advanced techniques for creating and managing successful paid social media campaigns. [Link](#)

- **Search Engine Optimization (SEO) Training – Internshala:** Mastered essential SEO strategies to enhance website visibility and drive organic traffic. [Link](#)
- **Search Engine Marketing (SEM) Course – Internshala:** Acquired skills in optimizing paid search advertising to improve campaign performance and ROI. [Link](#)
- **Marketing Fundamentals: Beginner's Journey – Internshala:** Completed a foundational course covering key marketing principles and practices for effective strategy development. [Link](#)
- **Google Analytics (GA4):** Analysed Google Analytics data to gain insights into the sales performance of a Merchandise store. [Link](#)
- **Microsoft PowerPoint Proficiency Certification – SkillNation:** Demonstrated expertise in creating compelling presentations using Microsoft PowerPoint.
- **Microsoft Excel Proficiency Certification – SkillNation:** Achieved proficiency in Microsoft Excel for data analysis, reporting, and visualization. [Link](#)

ACCOMPLISHMENTS

- **Academic Excellence:** Graduated as the top student in B. Tech (Civil Engineering) and received scholarships for academic excellence during both my MBA and B. Tech programs, demonstrating a strong commitment to high performance.
- **IELTS Proficiency:** Achieved a band score of 7 in the IELTS, showcasing strong proficiency in English and effective communication skills.
- **Scholarship for MBA Studies:** Recipient of a prestigious scholarship for MBA studies in Australia, honoring my academic accomplishments and potential for leadership.
- **Indian Army Selection:** Successfully navigated the rigorous selection process for the Indian Army (TGC and SSC), demonstrating resilience and determination.

INTERNSHIP EXPERIENCE

Sudofire Solutions, Gurugram, India

Marketing and Business Development Executive Intern

Key Result Areas:

- **Client Concern Management:** Managed and resolved objections related to our offerings, pricing, and services, fostering a clear understanding and instilling confidence in our value proposition among clients.
- **Integrated Marketing Strategies:** Collaborated seamlessly with the marketing department to spearhead lead generation initiatives and launch dynamic social media campaigns, significantly boosting brand visibility and audience engagement.
- **Comprehensive Data Reporting:** Developed and published an insightful weekly dashboard while meticulously maintaining Excel tracker sheets, enabling effective monitoring of performance metrics and supporting strategic, data-driven decisions.
- **Strategic Partnership Development:** Served as a vital liaison by providing valuable insights and innovative ideas, playing a key role in shaping robust marketing and sales strategies that drove overall business growth.
- **Customer-Centric Engagement:** Led discovery sessions focused on ensuring customer satisfaction, effectively addressing challenges, and delivering compelling rebuttals to elevate the client experience.
- **Proactive Stakeholder Collaboration:** Demonstrated exceptional stakeholder management through close collaboration with senior leadership, accurately forecasting bi-weekly demand and aligning resources to meet organizational objectives.
- **Dynamic Sales Engagement:** Executed impactful B2C and B2B sales calls, offering personalized counseling to prospects and arranging sessions with relevant mentors, thereby enhancing client engagement and driving satisfaction.



PERSONAL DETAILS

Date of Birth: 14th Sept 1994 | Languages: English and Hindi