

# SOMI AGARWAL

Noida

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## PROFESSIONAL SUMMARY

Dynamic and results-driven digital marketer with seven years of diverse experience in developing and implementing comprehensive marketing strategies. Proven track record in market analysis, strategic planning, and brand management. Proficient in utilizing both traditional and digital marketing channels to effectively reach target audiences and enhance brand visibility. Seeking to contribute creative solutions and strategic insights to propel a company's marketing efforts to new heights of success.

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## EXPERIENCE

### Marketing Specialist

**Insight Enterprise** (April 2023 – Present)

- Brand management and brand marketing.
- Developing and executing online promotion strategies for a global cloud service provider.
- Talent/ Employer Branding and recruitment marketing.
- Managing social media accounts – LinkedIn, Twitter, Instagram, Glassdoor (B2B & B2C) and implemented targeted campaigns to boost engagement and conversion.
- Created and distributed newsletters, for company's regional updates.
- PR activities for building strong industry relationships.
- Creating and forwarding all company updates/ communication to all employees.
- Content Marketing, content creation.
- Collaborate with tech agencies and communities like NASSCOM, Tech Gig, Times Internet, WIT to build industry relationships.
- Managing quarterly townhall, for all company updates.
- Manage Leaders LinkedIn handle.
- Managing all internal and external communications.
- Managing intranet site (internal website for employees).

### Digital Marketing Executive

**Hanu Software – An Insight Company** (September 2018 – April 2023)

- Developed and executed online promotion strategies for a global cloud service provider.
- Brand management and brand marketing.
- Email Marketing via Dynamics 365 and HubSpot
- Marketing Operational activities via Dynamics 365
- Managed Microsoft Partner Centre Portal
- Managed social media accounts – LinkedIn, Twitter, Instagram, Facebook (B2B & B2C) and implemented targeted campaigns to boost engagement and conversion.

- Talent Branding and recruitment marketing.
- Content Marketing, content creation.
- Created companies' flyers, portfolio's, pagers, EDM's and promotional materials etc.
- Organized webinars and workshops.
- Keyword research for paid campaigns and SEO activities.
- Conducted Customer Satisfaction Survey.
- Content creation for website.

### **SEO Executive**

**G & A International** (July 2017 – September 2018)

- Conducted keyword research and analysis to enhance SEO efforts.
- Branding, brand management and marketing
- Optimized website content and meta tags to improve search rankings.
- Redesigned website and written website content.
- AdWords campaigns.
- Engaged in guest blog submissions and other content optimization activities.
- Landing Page Optimization
- Email Marketing
- Presentation creation
- Social Media Marketing

### **SEO Executive**

**Nookstore Overseas Private Limited** (June 2016 – June 2017)

- Executed on-page and off-page SEO strategies to boost website traffic.
- Analyzed competitor strategies and implemented site improvements.
- Social Media Marketing (paid/ organic)
- Handled ecommerce portals like – Amazon, eBay, Snapdeal and Flipkart
- Product photography with team.

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## **EDUCATION**

### **Masters in Computer Application**

Uttar Pradesh Technical University

2014 – 2016

### **Bachelors in Computer Application**

Chaudhary Charan Singh University

2011 – 2014

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## **CERTIFICATIONS**

- Google Digital Unlocked Certified
  - Google Analytics for Beginners Certified
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## SKILLS

- Strategic Planning
  - Employer Branding
  - Brand Management
  - Social Media Optimization (SMO)
  - Email Marketing
  - Content Creation
  - Content Marketing
  - PR Branding
  - Online Reputation Management (ORM)
  - CRM Systems (Operational): Dynamics 365, HubSpot, Microsoft Partner Centre Portal
  - Social Tools: Sprinklr, HubSpot
  - Analytical Tools: Google Analytics, HubSpot
  - Email Campaign Tools: Dynamic 365, HubSpot
  - Languages: English, Hindi
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## ACHIEVEMENTS

- Won second prize in a C programming quiz organized in MCA.
  - Won first prize in a technical PowerPoint presentation organized in BCA.
  - Won second prize in a technical exhibition organized in BCA.
  - Won 2 times employee of the month award.
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## PROJECTS

- **Insight.com:** Global cloud services promotion, talent marketing, branding (Globally)
  - **Hanu.com (Insight):** Global cloud services promotion, branding (Globally)
  - **GamaIndia.com:** Domestic eCommerce Sports marketing (India)
  - **Gamasport.com.au:** International eCommerce sports marketing (Australia/ US)
  - **Gamatech.com.au:** International web services marketing (Globally)
  - **Nzacfoods.com.au:** Dairy products promotion (Globally)
  - **iZotron.com:** Domestic eCommerce Smart Phones, Tablets, PCs, feature phones marketing (India)
  - **Creatons.com:** Domestic Smart Phones, Tablets, PCs, feature phones marketing / branding (India)
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## PERSONAL INFORMATION

- Date of Birth: 2nd April 1993
  - Nationality: Indian
  - Marital Status: Single
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## **DECLARATION**

I hereby declare that the information provided above is true to the best of my knowledge and belief.

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**Date:**

**Place:** Somi Agarwal