

# Simran Arora

Bordeaux | +33 769700097 | [sim.823.arora@gmail.com](mailto:sim.823.arora@gmail.com) | [LinkedIn](#)

## EDUCATION

### **Kedge Business School**

Master of Science in Wine & Spirits Management

**Thesis:** Impact of music on consumer wine taste perception

**Relevant Courses:** Negotiation, Strategic Marketing, Export Strategy, Operational Marketing, Entrepreneurship, Economics

**Bordeaux, France**

2021-2023

### **Northeastern University, D'Amore-McKim School of Business**

Bachelor of Science in Business Administration

**Major:** Entrepreneurship and Innovation; **Minor:** Business Analytics

**Boston, USA**

2015-2019

## WORK EXPERIENCE

### **Sai Group of Institutions**

Digital Marketing Coordinator

**Dehradun, India**

April 2020- Sept 2021

- Analyzed monthly social media performance & generated creative campaigns resulting in a 12x increase in followers
- Implemented lead management software and trained 13 employees to leverage it for higher conversions
- Performed and evaluated marketing campaign data to make informed changes to the campaigns resulting in a 20% increase in lead generation
- Created and managed an inbound lead management team and trained them on sales strategies
- Enabled the search engine optimization of company website to target more relevant traffic and increased the engagement rate by 20%

### **FullFunnel**

Sales & Marketing Analyst

**Boston, USA**

Sept 2019- Feb 2020

- Deployed, managed, & reported paid marketing campaigns performance across 5 accounts
- Performed SEO for company website & collaborated with designers to create landing pages & social ads to be increase conversion rate to 32.32%
- Wrote copy for ads, web pages, social media, and blogs in accordance with strategic initiatives
- Executed Pay Per Click campaigns including setup, keyword research, ad copy creation and continuous optimization
- Drafted campaign maps for content marketing across paid and organic channels to strengthen marketing efforts
- Conducted paid search analysis of keywords and target audiences to onboard 9 prospective clients
- Performed sales calls with potential clients and qualified them to next stage based on BANT.

### **My Trio Rings**

Digital Marketing Analyst

**Manhattan, USA**

Jan 2018-June 2018

- Analyzed marketing campaign data to make data driven iterations resulting in 43% reduction in bounce rate, increase in number of pages viewed and time spent on the website.
- Strengthened revenue stream through the marketing campaigns by achieving 2.1x ROI
- Delivered support to and built relationships with customers through their purchase journey
- Conceptualized & implemented micro influencer marketing outreach campaign leading to 3 potential ties

### **FilmHero**

Content Acquisition Intern

**San Francisco, USA**

Sept 2017- Dec 2017

- Developed content acquisition strategy to identify-prospects-for FilmHero's platform
- Rigorously evaluated deal structures with the CEO and monitored the progress in detail
- Created content acquisition pipelines for multiple genres and languages
- Built efficient channels and outreached content to the optimal audience through market research

## VOLUNTEER & LEADERSHIP EXPERIENCE

### **Women Development Organization**

Volunteer in the Participatory Rambans Project

**Dehradun, India**

2010-2015

- Provided savings guidance to help 53 beneficiaries manage their bank accounts and micro credits
- Conducted seven workshops to educate the villagers on the importance of sanitation
- Organized exhibitions to sell handicrafts and recorded sales of INR 64,000 over the course of three days

## SKILLS AND INTERESTS

### **Skills**

PowerPoint, Microsoft Word, MS Excel, Tableau, Google Analytics, SPSS, Qualtrics, HubSpot, Salesforce, Google AdWords, Pardot

**Languages:** English, Hindi, French (Debutant)

**Interests:** Basketball, Travel, Street Photography, Hiking the Grand Canyon, Wine Tastings

**Certifications:** WSET 2 Distinction, WSET 3 Merit