

Aryan Tyagi

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PROFILE

Digital Marketing Specialist with a BCA background and expertise in managing marketing teams. Experienced in scaling brands through Search Engine Optimization (SEO), Meta Ads, and AI-driven automation. Specialized in designing high-converting marketing funnels, managing multi-channel E-commerce operations, and implementing AI solutions to streamline campaign workflows.

SKILLS & TOOLS

- **SEO Expertise:** On-Page SEO (Meta tags, Content Optimization), Off-Page SEO (Link Building, Guest Posting), Technical SEO, GMB Optimization.
- **Marketing & Operations:** Performance Marketing, E-commerce Management (Amazon, Flipkart, Meesho, Shopsy), Funnel Building, Shopify/WordPress Development.
- **Tools & AI:** AI Tools, ChatGPT Expert, Meta Ads Manager, Flipkart/Meesho Ads, Google Search Console, SEMrush/Ahrefs, Canva.

WORK EXPERIENCE

AS ADVISORY

Social Media Intern

- Managed social media profiles with a combined following of **10k+**, ensuring 100% brand consistency and timely response to 50+ weekly queries.
- Created daily engaging content (posts, carousels, reels) and improved community interaction metrics.

CADD CENTRE (RAJENDRA NAGAR)

Digital Marketing Executive/Trainer

- Orchestrated 15+ social media workshops and campaigns, increasing regional brand awareness and **in-person walk-ins by 20%**.
- Executed A/B tests on Facebook ad creatives, increasing click-through rates (CTR) by 12%.
- Successfully mentored **200+ students** in advanced digital marketing modules, maintaining a 95% student satisfaction rating.

TRAFFIC MEDIA

Digital Marketing Specialist & Marketing Team Head

1 Dec 2025 – 1 Apr 2026

- **Search Engine Optimization:** Executed comprehensive **On-Page and Off-Page SEO** strategies, improving organic keyword rankings and driving a **40% increase in monthly organic traffic**.
- **SEO Strategy:** Managed technical SEO audits and high-quality backlink acquisition, achieving **top-3 local map rankings** via GMB optimization for 10+ client locations.
- **E-commerce Operations:** Managing end-to-end marketplace operations on **Amazon, Flipkart, Meesho, and Shopsy**, including cataloging, inventory management, and store optimization.
- **Marketplace Advertising:** Executing paid ad campaigns on **Flipkart and Meesho**, optimizing ROAS and increasing marketplace sales by 30% MoM.
- **Web Development:** Architecting and managing high-converting **Shopify and WordPress** websites, improving the user-to-lead **conversion rate by 18%**.
- **Performance Marketing:** Scaling Meta Ads (FB/IG) to generate **50+ high-quality leads weekly** while maintaining a 15% lower CPA than industry standards.

VINR COSMETICS

Web Developer & Performance Marketer

Current

- **Web Development:** Optimizing and maintaining the brand's e-commerce platform performance, improving website loading speed and UI features to elevate user experience.
- **Performance Marketing:** Executing end-to-end paid advertising campaigns across Meta and Google networks, driving targeted traffic and scaling online acquisition.

- **Conversion Optimization:** Collaborating with product teams to build, track, and refine high-converting sales funnels, maximizing average order value (AOV) and overall ROAS.

EDUCATION

Bachelor of Computer Application (BCA) — IGNOU	2018 – 2022
Digital Marketing Certification — DIGIPERFORM	2024
AI Tools Specialization Course — Be10x	2024