

ANIRUDH SETHI

Digital Marketer & Art Director

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SUMMARY

Creative professional with experience in digital marketing, web design, and art direction, specializing in developing compelling campaigns and optimizing user experiences.

SKILLS

- **Technical Skills:** HTML, CSS, Bootstrap, JS, PHP, WordPress
 - **Languages:** English & Hindi
 - **Software:** Photoshop, InDesign, Premiere, Canva, HubSpot, SEMrush, MS Office & FL Studio
 - **Soft Skills:** Team Management, Communication Skills, Time Management, Organizational
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WORK EXPERIENCE

SEO Specialist, Academy of Learning Career College **Nov 2024 - Present**

- Spearheaded digital marketing strategies encompassing SEO, social media advertising, and email marketing to drive lead generation and brand awareness.
- Executed SEO strategies including keyword research, content optimization, and performance monitoring to enhance website visibility and organic traffic.
- Managed social media ad campaigns, developing engaging creatives and optimizing campaigns to maximize reach, engagement, and conversions.
- Utilized HubSpot CRM to track leads, implement nurturing strategies, and analyze data to optimize lead generation efforts.

Digital Marketing Simternship, Stukent **Jun 2024 - Aug 2024**

- Developed skills in landing page optimization and conversion rate optimization.
- Achieved a 2.88 Return on Ad Spend (ROAS)
- Demonstrated expertise in budget allocation and campaign optimization, resulting in \$312,030 in simulated revenue and a \$203,761.68 simulated profit.

Digital Marketing Executive, Bablons Consultants **Mar 2022 - Oct 2023**

- Managed all digital marketing efforts, including SEO/SEM, email campaigns, and social media, resulting in a 20% increase in website traffic.
- Designed and maintained a strong social media presence, engaging with followers and increasing brand awareness.
- Organized and executed successful marketing campaigns, driving lead generation and customer acquisition for the firm.

EDUCATION

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| Advertising & Marketing Communication Management Sheridan College | Jan 2024 - Present |
| Diploma in Digital Marketing Attitude Academy | Aug 2015 - Aug 2019 |
| Diploma in Web Design Attitude Academy | Aug 2015 - Aug 2019 |

VOLUNTEER

Student Volunteer @ 2024 ADCC Awards

ADCC | The Advertising & Design Club of Canada

- Provided support to the ADCC Awards 2024 team, assisting with guest registration, event setup, award distribution. Contributed to a positive and memorable experience for attendees at this prestigious advertising industry event.

Camera Operator & Merchandise Associate @ "Going Behind the Gold"

ADCC | The Advertising & Design Club of Canada

- Managed sales of the "Archive/Recollection" book, a limited-edition publication celebrating 75 years of Canadian creativity.
- Operated a secondary camera to capture different angles of the event, ensuring comprehensive coverage for archival purposes.

Volunteer & Sales Associate @ "In Conversation with Andrew Simon"

ADCC | The Advertising & Design Club of Canada

- Managed book and merchandise sales including transaction processing, customer assistance, and inventory control.
- Provided event support, ensuring smooth attendee experience and contributing to overall event success.

Campus Navigator @ Student Orientation 2025

Sheridan College

- Assisted new students during orientation at Sheridan College as a Campus Navigator. Responsibilities included leading campus tours, answering questions about student life and resources, and helping students feel welcome and prepared for their academic journey.
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CERTIFICATIONS & LICENSES

Hootsuite Platform Certification - **Hootsuite**

Hubspot Marketing Software Certification - **Hubspot**

Social Listening - **Hootsuite**

Social Media Marketing Certification - **Hootsuite**

CERTIFICATIONS & LICENSES

Digital Marketing Simternship - **Stukent**

From Likes to Leads: Interact with Customers Online - **Google**

Attract & Engage Customers with Digital Marketing - **Google**

Foundation of Digital Marketing and E-commerce - **Google**

Google Ads Display Certification - **Google**

Semrush Platform Certification - **Semrush**