

KRISH AGGARWAL

CONTACT

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EDUCATION

CHITKARA UNIVERSITY

Master of Business Administration
in Marketing
2024-Present

CHANDIGARH UNIVERSITY

Bachelor of Engineering in CSE
2018-2022

SKILLS

- Digital Marketing Strategy
- E-Commerce Strategy
- Strategic and social selling
- Proficient in using CRM software
- Strategic Brand Management
- Business research
- Critical Thinking
- Project Management
- Content Development
- AI & Automation Integration
- Executive Communication
- Risk Management

LANGUAGES

- English
- Hindi
- Punjabi
- Spanish

ABOUT ME

Growth-Driven Digital Marketing Strategist specializing in SEO, performance marketing, lead generation, and AI-powered analytics. Expert in scaling businesses, optimizing digital ecosystems, and enhancing brand positioning. Proven ability to drive revenue growth, maximize engagement, and implement data-driven strategies that accelerate market expansion and competitive advantage.

WORK EXPERIENCE

SALES DEVELOPMENT REPRESENTATIVE

One Hundred Feet, Inc. (2022-Present)

Sales Development Representative (SDR) – BEANS.ai

- Optimized search algorithms, improving query accuracy by 15-30% and search relevance.
- Conducted keyword analysis and SEO enhancements, increasing engagement by 20-40%.
- Refined indexing and personalization, boosting user satisfaction by 10-25%.

Lead Generation Specialist – BEANS.ai

- Executed lead gen strategies, increasing conversion rates by 25-50%.
- Extracted market insights using ZoomInfo, Capterra & LinkedIn, boosting qualified leads by 15-35%.
- Collaborated on messaging, increasing conversions by 10-20%.

Search Engine Analyst (Neeva Project)

- Created personalized outreach emails, improving response rates by 25-45%.
- Researched B2B clients and market trends, increasing lead gen by 15-30%.
- Developed blog posts and lead magnets, boosting inbound leads by 10-20%.

DIGITAL MARKETING MANAGER

Vis Learning (2023-2024)

- Led social media campaigns (Instagram, Facebook, WhatsApp), driving 35% engagement growth.
- Optimized SOPs, enhancing content strategy and ad performance.
- Executed paid ad campaigns (Meta & Google Ads), boosting qualified leads by 20-40%.
- Developed SEO-driven content, increasing organic reach by 25-50%.
- Built influencer partnerships, improving brand credibility and lead generation by 15-30%.

HOBBIES

- Fitness
- Guitar
- Singing
- Chess
- Spiritual learning
- Trekking

FREELANCE EXPERIENCE

WEB DESIGNER & CONTENT MANAGER

SAPINFRA Logistics Pvt Ltd. (September2023-December2023)

- Designed and launched a responsive website, enhancing UI/UX and engagement.
- Created SEO-driven content, boosting organic visibility.
- Developed brand assets using Canva & Photoshop for stronger brand identity

MARKETING COORDINATOR

Total Synergy Concepts (May 2024-September 2024)

- Built and optimized three WordPress websites, improving performance and UX.
- Integrated Mailchimp & Formcan, increasing lead conversions.
- Managed CRM workflows, streamlining client acquisition.

PROFESSIONAL CERTIFICATIONS

BRAND MANAGEMENT: ALIGNING BUSINESS, BRAND AND BEHAVIOUR

University of London

MICROSOFT PUBLIC RELATIONS AND COMMUNICATIONS ASSOCIATE PROFESSIONAL CERTIFICATE

Microsoft

BUSINESS ENGLISH COMMUNICATION SKILLS SPECIALIZATION

University of Washington

FINANCIAL MANAGEMENT SPECIALIZATION

University of Illinois

PROMPT ENGINEERING SPECIALIZATION

Vanderbilt University

GOOGLE AI ESSENTIALS

Google

GOOGLE PROJECT MANAGEMENT: PROFESSIONAL CERTIFICATE

Google

GOOGLE DIGITAL MARKETING & E-COMMERCE PROFESSIONAL CERTIFICATE

Google

META SOCIAL MEDIA MARKETING PROFESSIONAL CERTIFICATE

Meta

IBM DATA SCIENCE PROFESSIONAL CERTIFICATE

IBM