

ANANYAA ARORA **DIGITAL MARKETER**

CONTACT:

+91 8595665680

ananyaa23.work@gmail.com

Rajpura, Punjab

www.linkedin.com/in/ananyaa-arora-digital-marketer

PROFILE

A dynamic digital marketing professional with hands-on experience in social media management, SEO, and WordPress website design. Proven track record of leading high-impact campaigns, winning University-level competitions, and building brand presence across diverse sectors like education, health, and e-commerce.

WORK EXPERIENCE

Dental Aspire - ***Social Media Manager Freelancer***

June 2025 – Present

- Spearheaded social media strategy and content execution for a Canada-based NDECC prep academy from scratch, driving brand visibility across Instagram, Facebook, and Google My Business.
- Designed and scheduled high-performing graphics, reels, and SEO-rich posts to engage internationally trained dentists targeting Canadian licensure.
- Optimized multi-platform presence using geo-targeted hashtags, branded storytelling, and performance insights to boost reach and lead generation.

Dil Se Digital 3.0 (Chitkara University) - ***Anchor***

May 2025

- Anchored the Grand Finale of *Dil Se Digital 3.0*, A affiliate marketing themed event, while also serving on the core organizing team, driving event execution, speaker coordination, and audience engagement to promote digital entrepreneurship.

CSR Event - “Swasthya se Digital Saksharta Tak Initiative” (Chitkara University) -

Anchor

March 2025

- Anchored a CSR initiative focused on empowering rural women through health awareness and digital literacy, using impactful storytelling to support education and drive meaningful social change.

Herbivive Private Limited - ***Digital Marketing Intern***

November 2024 – February 2025

- Led content and SEO strategy during website redesign, optimizing 40+ product listings for structure, keywords, and user experience.
- Designed website layout, product catalogues, packaging, and social media creatives, ensuring brand consistency across all touchpoints.
- Awarded exclusive internship scholarship (1 of 30) for delivering impactful design and content solutions that enhanced brand visibility.

National Business Conclave (Chitkara University) - *Anchor*
December 2024

- Anchored the National Business Conclave on '*Digital Governance for a Sustainable Tomorrow: Leadership Connect*', facilitating high-impact discussions with industry leaders and driving audience engagement around digital transformation, business innovation, and sustainability.

Alita Nutraceuticals (OPC) Private Limited - *Website Designing Freelancer*
December 2024

- Designed and developed a responsive WordPress website for Alita Nutraceuticals, boosting digital presence for their health and wellness products through intuitive UX, strategic product placement, and SEO-friendly content architecture.

ACHIEVEMENTS & CERTIFICATIONS

Pitch Tycoon 2025 – Winner

Chitkara University, Punjab — **March 2025**

- Led *Trail Charge* to 1st place among 43 teams and 175 students across 8 departments by pitching a sustainable, tech-powered clothing startup.
- Presented a solar and kinetic energy-based gear concept, combining innovation with eco-conscious outdoor utility.

Cancer Awareness Reel Making Competition – Winner

Chitkara University, Punjab — **November 2024**

- Secured 1st place for a creative awareness reel on ovarian cancer; recognized for impactful storytelling, direction, and video editing.

Canva Workshop – Flyer Making Competition Winner

Chitkara University, Punjab — **October 2024**

- Won 1st place for designing a high-impact flyer using advanced Canva tools and features during a timed design challenge.

Certification in Digital Marketing

Expert Training Institute, New Delhi — April 2024 – September 2024

- Completed 200+ hours of advanced practical training in digital marketing, covering SEO, social media, ads, analytics, and content strategy.

Digital Cell Prefect

Delhi Public School, Sonapat — 2023 – 2024

- Managed the school's digital communications and created visual assets for events, enhancing engagement through digital design.

SKILLS

- **Website Designing:** Specialized in designing e-commerce, portfolio, and informational websites using **WordPress** and **WooCommerce**.
- **Search Engine Marketing (SEM):** Competent in running and managing paid search campaigns for lead generation and brand visibility.
- **Search Engine Optimization (SEO):** Skilled in on-page SEO strategies to improve website ranking and organic reach.
- **Social Media Management:** Creative in content planning, visual design, and audience engagement across platforms.
- **Tools & Platforms:** Proficient in **Canva**, **MS Office Suite**, **WordPress**, and **WooCommerce**.
- **Programming Languages:** Basic knowledge of **Python** and **SQL** for data handling and automation.

EDUCATION

- **Bachelor of Business Administration in Digital Transformation and Strategy**
Chitkara University
Punjab 2024 - Present
- **Senior Secondary Education (Commerce)**
Delhi Public School Sonapat
2022 - 2024