

ARIBA

Krishna Nagar, Delhi- 51 • +91- 9870521545 • msariba229@gmail.com

SUMMARY

Digital Marketing professional skilled in **SEO, Google Ads, Meta Ads, social media marketing, website development, technical SEO, campaign management, client handling, and team leadership**, focused on measurable growth and effective **digital strategies**.

WORK EXPERIENCE

Digital Marketing Team Leader, SINCWEB INFOTECH **July 2025 - Present**

- Led a team of **27 professionals**, managing task allocation, project execution, performance, mentoring, and timely delivery of digital marketing and web development projects.
- Planned and executed **digital marketing strategies** focused on **SEO, website optimization, online visibility**, user engagement, and **lead generation(through Meta And Google Ads)**.
- **Collaborated with clients** and cross-functional teams to understand requirements, improve workflows, monitor project performance, and deliver quality digital solutions.
- **Managed website** and marketing **projects**, ensuring **quality** standards, **deadlines**, **team productivity**, and successful project delivery.

Product Developer, GameRun **Jan 2025 - July 2025**

- Designed and developed website pages using HTML, CSS, and Bootstrap, ensuring responsive layouts across different devices and browsers.
- Utilized **AI tools** to assist in layout generation, content structuring, and development efficiency during website creation.
- Customized and managed **Odoo website modules**, implementing content sections, forms, and business-related features.
- Analyzed **website errors** and **implemented code** improvements to maintain stable, **high-performance web applications**

SEO Executive and Web Designer, Modulation Digital Pvt. Ltd. **Jan 2024 - Jan 2025**

- Executed **On-Page SEO strategies**, including **keyword optimization, meta tags, content optimization, internal linking, URL structure**, and **website structure improvements**.
- Managed **Off-Page SEO activities**, including quality **backlink building**, link outreach, **directory submissions**, and improving domain authority and search visibility.
- **Performed Technical SEO audits and optimization**, addressing crawlability, indexing, broken links, page speed, mobile responsiveness, and **technical website issues**.
- Designed and optimized responsive web pages using **HTML, CSS, JavaScript**, and **Bootstrap**, supporting **SEO performance**, usability, and overall website functionality.

EDUCATION

Bachelor of Computer Application I.G.N.O.U (Distance)	2023- Pursuing
Higher Secondary Education CBSE	2022
Secondary Education CBSE	2020

TECHNICAL SKILLS

- Search Engine Optimization (SEO)
 - Technical SEO
 - Generative AI
 - Google Ads (PPC)
 - Meta Ads (Facebook & Instagram Advertising)
 - Social Media Marketing
 - Local SEO (GBP/GMB)
 - Website Performance Optimization
 - AI Prompting
 - Website Bug Identification & Error Fixing
 - Technical Issue Troubleshooting
 - Client & Project Management
 - HTML, CSS & JavaScript
 - Adobe Photoshop
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SOFT SKILLS

- Team Leadership
- Communication Skills
- Problem Solving
- Time Management
- Client Communication
- Project Coordination