



# BASAVARAJ ARAI

A Digital Marketer , Social Media Marketer , SEO specialist Expert working on various technologies and constantly learning new Technology Updates in this digital world, Loves to travel and explore a new places. A humble Human being .

## My Contact

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📍 Bangalore

## SKILLS AND INTERESTS

- Digital Marketing
- Google Ads
- Facebook Advertisement
- Google Analytics
- Instagram Advertisement
- Social Media Marketing
- E-commerce
- Keyword Research
- Search Engine Marketing
- Market Analysis
- Project Management
- Team Management
- E-commerce Store Design ( Shopify Store Design )

## EXTRACARICULAR

- ECOMMERCE VENTURE - **PIGEONKART. IN**
- PROFESSIONAL **INSTAGRAM PAGE WITH 11.4K FOLLOWERS THE\_BOOK\_POINT**
- **TRADER AT NSE & FOREX**
- **GOLD MEDALIST - PLAYING CHESS**

## INTERESTS

- Playing chess
- Travel Photography
- Meditation
- Stock Analyst
- Reading Books

## Academic History

Master of Business Administration (M.B.A)  
KUD @ HUBLI  
2020 - Present

Bachelor of Computer Applications (B.C.A)  
KUD @ HUBLI  
June 2016 - July 2019

## Professional Experience

### Digital Marketing Intrenship @ Inventive Academy |

- Social Media Marketing - Content Creation
- Backlink Submission - website auditing
- Social Media Calendar
- Video Creation - Graphic design
- SEO : OFFPAGE & ONPAGE

### Digital Marketing Manager - V4U MANPOWER

JAN 2020 - MAR 2022

- Planned and managed campaigns to promote client's platform and services.
- Handled multiple projects and made good revenue for the company.
- Handled a team of 8 members and monitored team performance.
- Guided team in campaign distribution and analysing market condition.
- Maintained good relation with client for better performance

## CERTIFICATIONS

- Advanced Digital marketing Course Certification
- from National Institute of Digital Marketing ( NIDM )
- "Google Digital Garage " Certification by Google.
- Google Ads Display Certification
- Google Ads Search Certification
- Google Ads Video Certification
- Google Ads - Measurement Certification
- SEMrush SEO Toolkit Certification
- SEMrush Site Audit Exam
- Bitdegree - YouTube Marketing Course Certification - Boost Your Traffic From Youtube Instantly
- Bitdegree - Facebook Ads Certification
- Bitdegree - Instagram Marketing Course Certification- Get a Massive Amount of Instagram Followers

### Worked on Various freelance projects on E-commerce Store Design For Australian Client & US Clients

- 1.Shawshank Factory ( <https://shawshankfactorie.com.au/> )
- 2.Befit Active ( <https://www.befitactive.com.au/> )
- 3.Shawshank Clothing ( <https://shawshank.com.au/> )
- 4.Americanlucky ( <https://www.americanlucky.shop/> )
- 5.Click American

I hereby declare that the information furnished above is true to the best of my knowledge. I do hereby declare that above particulars of information and facts stated are true, correct and complete to the best of my knowledge and belief.