ARJUN VB

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PROFESSIONAL SUMMARY

MBA (Marketing) student with 4+ years of experience in digital marketing, project coordination, and operations in the education sector. Skilled in campaign optimization, lead generation, CRM automation (Zoho & HubSpot), SEO/SEM, and content strategy. Experienced in coordinating cross-functional teams, improving workflows, and executing high-performing paid campaigns. Strong foundation in marketing analytics, consumer behaviour, and brand management.

WORK EXPERIENCE

Project Coordinator
Edwhere Learning – Kochi, India | 2024 – present

- Coordinated and launched new academic programs with cross-functional teams.
- Supported the sales team, increasing enrollment conversions by 15%.
- Developed and executed marketing strategies to increase visibility and lead flow.
- Managed CRM systems (Zoho & HubSpot) for automation, tracking, and reporting.
- Led the digital marketing team and monitored SEO/SEM and paid campaigns.
- Organized conclaves, webinars, and workshops to improve community engagement.
- Improved internal operational workflows, reducing delays by 10%.

Marketing & Operations Lead
Edwhere Learning – Kochi, India | 2023 – 2024

- Leading digital marketing and operational workflows to ensure smooth course delivery.
- Executing performance-based campaigns on Google Ads and Meta Ads.
- Improving lead funnels using CRM automation in Zoho and HubSpot.
- Coordinating with academic, product, and sales teams to align marketing goals.
- Monitoring KPIs, preparing MIS reports, and optimizing marketing processes.

Digital Marketing Executive
Edwhere Learning – Kochi, India| 2021 – 2022

– Managed social media platforms and planned content to increase brand reach.
– Assisted with Google Ads, Meta Ads, and SEO to improve traffic and engagement.
– Designed marketing materials using Canva for promotional campaigns.
– Updated CRM databases and supported the sales team with lead follow-up.
– Improved user engagement by 20% through optimized content strategies.

EDUCATION

MG university
2017-2020

Bachelor of Commerce (Computer Applications)

– Studied Accounting, Finance, Business Management, and Computer Applications.
– Gained foundational skills in MS Office, business operations, and reporting.

Manipal University – MIT | 2025 – Present

Master of Business Administration (marketing)

– Focused on Marketing Management,Brand Management, Digital Strategy, Consumer Behavior, and Analytics.

CERTIFICATIONS

– Google Ads Certification – Coursera
– Meta Ads (Facebook & Instagram Advertising) – Coursera
– Digital Marketing Specialization – Coursera
– Digital Marketing Fundamentals – Udemy
– Agile Project Management – Coursera

SKILLS

CORE SKILLS
– Project Coordination
– Marketing Strategy
– Operations Management
– Team Leadership
– Communication & Collaboration
– Time Management
– Critical Thinking

MARKETING & DIGITAL SKILLS
– Google Ads
– Meta Ads
– SEO / SEM
– Keyword Research
– Content Planning & Creation
– Social Media Management

TOOLS & SOFTWARE
– Zoho CRM, HubSpot
– MS Excel, Word, PowerPoint
– Canva