

# ARYAN DESHMUKH

## MARKETING & GROWTH PROFESSIONAL

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### PROFESSIONAL SUMMARY

Results-driven marketing professional with hands-on experience across digital marketing, SEO, paid media, brand initiatives, events, PR, and marketing operations. Strong exposure to CXO-focused businesses, combining analytical thinking with execution ownership. Known for reviving stalled initiatives, building structured tracking systems, and delivering measurable outcomes across online and offline channels.

### CORE SKILLS

Strategy	Storytelling	Experiential Marketing
SEO	Paid Media	Media Relations
Positioning	Brand Operations	Vendor Management

### PROFESSIONAL EXPERIENCE

#### Marketing - Business Analyst, Resource Bridge LLP

May 2024 - Present

- **Led organic LinkedIn marketing and thought leadership for senior leaders**, translating complex business insights and reports into clear narratives used for industry positioning and client conversations.
- **Drove SEO-led growth, moving the firm from no meaningful rankings to Top 1 positions** for 10+ priority keywords, with remaining target keywords ranking within the Top 5.
- **Created data-driven creatives** (static visuals, carousels, brand assets) to simplify complex information for CXO and business audiences; consistently received strong internal and client feedback.
- **Planned and executed Google Ads and LinkedIn Ads**, using LinkedIn primarily as a top-of-funnel channel and supporting lead nurturing via email and direct conversations.
- **Built a centralized marketing performance tracker** (UTMs, organic posts, ads, SEO), enabling structured ROI review and informed channel prioritization.
- **Revived a previously dormant compensation report** (~5 years inactive) and relaunched it as a revenue-generating offering in coordination with the insights team.
- **Independently led the firm's 20th anniversary event**, owning branding, creative direction, vendor negotiations, logistics, and end-to-end execution.
- Built and executed **journalist relations initiatives**, coordinating media coverage and supporting ROI assessment.
- Worked closely with **founders, senior leadership, insights teams, and external vendors** across digital and offline initiatives.

#### Data Analytics Intern, Ecomgenzy Pvt Ltd.

April - Jun 2023

- **Built lead databases from scratch** and supported data-driven prospecting, working directly with the business owner.
- Performed basic **web scraping and data structuring** to support lead generation and market research.
- Supported early decision-making by converting **raw data into usable lead lists and insights**.

## EDUCATION

### Bachelor of Business Administration (Finance)

SIES College, Nerul (CGPA: 8.9 / 10)

Aug 2021 - March 2024

### Higher Secondary (Class XII) – Science (Computer Science)

CKT College, Panvel

June 2020 - April 2021

## TOOLS

Google Ads · LinkedIn Ads · Google Analytics · Search Console · Excel - Advanced · Google Sheets · Canva Pro · Figma · No-code builders · Wordpress · WebFlow

## CAREER OBJECTIVE

To grow in a marketing role that values ownership, clarity, and real business impact across growth, organic marketing, creative storytelling, and strategic initiatives.

## ADDITIONAL EXPERIENCE

- Active member of the EChai Startup Community, **engaging with founders and early-stage leaders across the startup ecosystem.**
- Occasional participation in **Toastmasters**, focused on strengthening leadership communication and structured speaking.
- Worked closely with the **HR team during hiring processes**, including conducting interviews, candidate evaluation, and coordination across multiple hiring cycles.
- **Collaborated with architects and vendors on new office interiors**, contributing to planning and execution to ensure workspace design aligned with brand identity and leadership expectations.