



KHUSHBOO RANJAN

• DIGITAL MARKETING SPECIALIST
• AI MARKETING STRATEGIST • CONTENT CREATOR

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Location: New Delhi, India

Profile Summary

Digital Marketing Specialist & Content Creator with 4+ years of experience in leveraging Generative AI, content psychology, and research-driven storytelling to scale enterprises & brands. Expert in end-to-end video production, SEO/AEO, and data-led performance analytics. Proven track record of building high-ROI funnels and integrated digital ecosystems that drive sustainable growth.

Skills

- Full Stack Digital Marketing
- Social Media Marketing and optimisation (SMM & SMO)
- Search Engine Optimisation & Search Engine Marketing (SEO & SEM)
- Answer Engine Optimization (AEO)
- Influencer's Marketing
- PR & Media Collaboration
- Chat GPT & Google Gemini Prompt Engineering
- Generative AI
- Content Writing & Copy Writing (Articles, Blogs, Research, Scriptwriting etc.)
- Market Research & Competition Analysis
- End to End Video Production (Scriptwriting, video shooting, video editing)
- On-Camera Presentation
- YouTube Marketing
- LinkedIn Marketing
- Web Development with HTML, CSS, WordPress etc. + Vibe Coding using AI
- Lead Generation Activities
- Email Marketing
- Marketing Automation (ZOHO Marketing Suite and etc.)
- Affiliate Marketing

Technical tools specialization

AI & Creative Tech: Chat GPT, Gemini, Generative AI (Nano Banana by Gemini, etc.), Google AI Studio, Google Notebook LM, Design (Canva Advanced, CapCut, Filmora, VN Editor), Web (HTML, CSS, WordPress), WordPress

Marketing Ops & Lead Gen: Lead Gen (Apollo.io, LinkedIn, Google Business, Google Maps), Automation (ZOHO, Partner Portals), Email (Cold Emailing, Drip Campaigns, Promotional Emails)

Strategy & Optimization: Search (AEO, SEO On-page/Off-page), Content (Scriptwriting, Blogging), Analysis (Competitor Mapping) Google Analytics 4, Search Console, YouTube Studio, Meta Business Suite

Work Experience

Arrow PC Network (Digital Marketing Specialist)

[March 2023 – Present]

- **Executed high-performance digital campaigns** (Dell, Lenovo, Cisco, Logitech, Fortinet) **achieving 64%+ ROI.**
- **Generated 50,000+ warm leads** using Apollo.io, LinkedIn Sales Navigator & automated email funnels.
- **Brand Representation:** Serving as the official **Brand Representative on YouTube**, scripting and presenting “Tech Explainer” videos that humanize complex IT solutions.
- **SMM & Optimization:** Managed end-to-end optimization of company social channels, **improved engagement rates by 80%** leveraging trend analysis and consistent scheduling.
- **Email Marketing:** Design and deploy engaging emailers via ZOHO, managing automated workflows to nurture leads.
- **SEO & AEO:** Execute comprehensive **On-page/Off-page SEO and pioneer AEO (Answer Engine Optimization)** strategies for AI-driven visibility.
- **Partnership Management:** Act as primary point of contact for outsourced PR teams and publication partners, ensuring stakeholder alignment with internal brand guidelines.
- **Writing & Blogging:** Authored technical blogs and articles establishing industry authority using psychological marketing triggers.
- **Web Development:** Built conversion-focused landing pages enhancing user experience & engagement for funnel performance.
- **Content Creation:** Created research-driven content strengthening LinkedIn presence & IT Insights brand credibility. Managed full-cycle content workflows: research → scripting → filming → editing → publishing.

Urban Company (Business Development Executive)

[Feb 2021 – Dec 2022]

- **Cross-Functional Collaboration:** Partnered with marketing and operations teams to streamline service delivery.
- **Relationship Building:** Cultivated long-term relationships with service partners, contributing to higher retention rates.
- **Data Reporting:** Optimized CRM pipelines to provide transparent reporting for accurate forecasting.
- **Partnership and alliances:** Onboarded **8,000+ verified service partners** across India. **Improving onboarding metrics up to 57%** through optimized processes.
- **Relationship nurturing:** **Increased partner retention by 48%** through seamless support and structured monitoring
- **Leadership:** Led a **team of 6** and implemented Standard Operating Procedure (SOP) driven lead evaluation for higher accuracy.

Work Experience

Influencer's Marketing & Content Production

- Delivered campaigns for **Myntra, Savana, NewMe & other high-ticket brands.**
- Promotional face for **Sampoorna Ramayan 2025** generating high audience traction.
- Executed marketing campaigns for **cafés & restaurants increasing visibility & reach.**
- Worked with top **PR agencies & influencer networks** since 2020.
- Wrote **high-engagement scripts improving CTR & retention for UGC ads & reels.**
- Applied psychological **storytelling & on-camera delivery** techniques to boost engagement.
- Produced **AI-enhanced visual content with aesthetic consistency.**
- Managed full production pipeline **research, scripting, filming, editing & publishing.**

Education

Diploma in marketing	Narsee Monjee Institute of Management Studies (NMIMS) (Jan2021-Dec2022)
Digital Marketing & Entrepreneurship	Yearn Institute of Digital Marketing (YIDM)
Graduation in BA Economics	Kalindi College : University of Delhi (2017-2020)

Project Links:

- <https://www.arrowpcnetwork.com/>
- <https://arrowpcnetwork.uk/>
- <https://dishashapingdreams.com/>
- <https://itinsights.in/>
- <https://lenovo.arrowpcnetwork.com/>
- <https://apple.arrowpcnetwork.com/>
- <https://www.youtube.com/@techXtremelogic>
- https://www.instagram.com/khushboo_ranjann/
- https://www.myntra.com/studio/influencer?id=uEYezlxS0a&shared=true&utm_medium=social_share_ugc_profile&utm_source=ugc_affiliate&utm_campaign=uEYezlxS0a&affiliate_id=uEYezlxS0a

Interests & Hobbies

- Fashion Blogging •Dancing •Photography •Watching Series •Fitness •Travelling

I confirm that all the information above is true and complete to the best of my knowledge.