AGRIM AGGARWAL

DIGITAL MARKETING & PERFORMANCE MARKETING

Gurugram, India | +91 8950225135 | agrimaggarwal3131@gmail.com | LinkedIn
MBA, NMIMS | BCA, Kurukshetra University

PROFESSIONAL SUMMARY

Digital Marketing & Performance Marketing professional with hands-on experience in paid social advertising, lead generation, CRM management and digital campaign execution. Experienced in planning and monitoring 50+ Meta Ads campaigns, coordinating 300+ marketing creatives and supporting 2,500+ digital leads through CRM workflows. Currently coordinating a 5+ member marketing team and supporting real estate marketing initiatives across Gurugram and Dubai. Skilled in social media marketing, email campaigns, WhatsApp marketing, AI-assisted content production and website operations.

WORK EXPERIENCE

HomeSeek Realtors
Gurugram, India

Digital Marketing & Growth Associate, Marketing
Jan 2026 – Present

- Planned, launched and monitored 50+ Meta Ads campaigns focused on lead generation, enquiries and customer acquisition.
- Coordinated the production of 300+ marketing creatives using Canva and AI-assisted tools for digital campaigns and brand promotions.
- Supported follow-up and sales coordination for 2,500+ digital leads through CRM workflows, including qualification, nurturing and sales handoff.
- Coordinated a 5+ member marketing team, overseeing task allocation, content production and campaign deliverables.
- Executed digital marketing activities across Gurugram and Dubai real estate markets, covering social media, email and WhatsApp campaigns.
- Maintained website content and coordinated with external developers on landing pages, enquiry workflows and website updates.
- Collaborated with freelancers, vendors and sales stakeholders to execute marketing campaigns and business promotions.

Vrinda Global
Karnal, India

HR Recruiter
Oct 2025 – Dec 2025

- Managed candidate sourcing, interview scheduling and recruitment database updates.
- Coordinated with candidates and hiring teams to support recruitment operations.

SKILLS

Performance Marketing: Meta Ads, Paid Social Advertising, Campaign Management, Lead Generation, Audience Targeting, Customer Acquisition, Google Ads Fundamentals.

Digital Marketing: Social Media Marketing, Content Strategy, Real Estate Marketing, Campaign Execution, Copywriting, SEO Fundamentals.

CRM & Automation: CRM Management, Lead Qualification, Lead Nurturing, WhatsApp Marketing, Email Marketing, Sales Handoff.

Technical & Creative: Canva, Generative AI Tools, Prompt Engineering, WordPress, Shopify, HTML5, CSS3, JavaScript Basics, Basic Video Editing.

Management: Team Coordination, Vendor Management, Freelancer Coordination, Stakeholder Communication.

TRAININGS & INTERNSHIPS

CodeQuotient
Panchkula, India

Industrial Trainee
Jul 2025 – Sep 2025

- Worked on WordPress website pages, digital creatives and basic SEO activities.
- Applied HTML, CSS and JavaScript fundamentals to website-related assignments.

CodeQuotient School of Technology
Panipat, India

Web Development Intern
Jul 2024 – Aug 2024

- Developed responsive web pages and updated website UI content and images.
- Supported website troubleshooting, maintenance and event coordination.

PROFESSIONAL CERTIFICATIONS

Meta Ads Certification | Fundamentals of Digital Marketing – Google | AI-Driven Digital Marketing
Introduction to Generative AI Studio – Google | Power BI Workshop

EDUCATION

MBA – Marketing, NMIMS, Mumbai 2026 – Present

Bachelor of Computer Applications (BCA), Kurukshetra University Completed May 2026
CGPA: 8.32 / 10

ADDITIONAL INFORMATION

Notice Period: 15 Days (Negotiable) | Languages: English, Hindi