

Aarzin Todiwala | Digital Marketer

Location: London,UK | **Phone No.:** +44 73930 63185 | **Email Id.:** aarzintodiwalauk@gmail.com

Professional Profile:

Digital Marketing with strong communication, problem-solving, and IT/Technical skills. Professional certificates in Digital Marketing and Data Analysis with Python have been obtained, as well as applicable experience. I am currently looking for a career in IT where I will be responsible for enhancing and expanding IT systems and infrastructure to boost productivity and profit in a global corporation.

Core Skills:

- Social Media Marketing
- Content Creation
- Email Marketing
- Data Analytics
- SEO and SEM
- PPC (Pay per click)
- Copywriting
- Google Analytics
- Web Development

Career Summary:

- Web Developer (2020 – 2021) in Zealously Zin Candles
Building Website: “www.zzcandles.in”.
Description: Hosting, Domain, and development of the whole WordPress website.
- Digital Marketing (2021 – 2023) in Zealously Zin Candles
Description: Data Analytics, Social Media Marketing, Google Analytics.

Internships:

IBN Technologies, Ltd. (2nd January 2017 to 5th May 2017)

- Worked as a Web Developer and Digital Marketing Intern (WordPress was the main platform) and created graphics for the website to make it user-friendly.
- Blogs were designed and made as per requirements with recent updates or detailed information on the existing products.

Volunteer:

- Volunteered in my University of Leicester Festival celebration of Diwali in the UK, we visited an old age home and motivated them to create decorative things with us. I was assigned to one team, where we interacted with the old people and encouraged them to help us in creating our decorative things. I also visited two primary schools. We had to narrate the story of Ramayan and help them with the mask which was brought by us from the University. We were separated into teams and were told to help the kids in each matter. We interacted with them and narrated a good story of Ramayan. Both school kids enjoyed it and were very happy with my work of explaining and motivating them.
- Volunteered in the Women Empowerment Program at Uka Tarsadia University, by guiding the guests and the participants of the program to their destination till anchoring and felicitating the guests. Teachers appreciated the work and the leadership done me at the program.

Certificates:

- Udemy:
 - The Data Analyst Course
 - Data Analysis Projects
- Google:
 - The fundamentals of Digital Marketing
 - Google Analytics Individual Qualification
- LinkedIn:
 - Effective Learning

Projects:

Data Analytics Projects with Python:

- WhatsApp Chat
- Uber Data
- Financial Budget
- Time Series Analysis
- Analysis and Visualisation of COVID-19
- COVID 19 Vaccination Analysis

Web Development Projects:

- Candle E-commerce website (Zealously Zin Candles): WordPress
- Portfolio (My personal): WordPress
- Email Automation for greeting employees (PHP, HTML, CSS)

Android Application:

- Birding with Google Maps: Android Kotlin
- Super-Market Billing System: Android

Education:

- 2023(current) **MSc. Digital Marketing** at Royal Holloway University of London, UK.
- 2018-2020 **MSc. Web Application and Services** at the University of Leicester, UK.
 - Individual Project: Android Application on Birding with Google Maps.
- 2013-2017 **B.Tech in Computer Engineering** with 6.29 CGPA at C.G.P.I.T., UTU, Gujarat, India
 - Individual Project: Email Automation For Greeting Employees (Web Application), A website on Online Web- Designing (Dummy Project), Phishing Detection On Website (Documentation)
 - Group Project: Super-market Billing Application (Android Application)
- 2001-2013 **Ryan International School** (G.S.E.B - English Medium)
 - Highschool(2011-2013): Relevant modules include: English, Physics, Mathematics, Chemistry, and Computer.
 - Secondary(2008-2011): Relevant modules include: English, Social Studies, Science, Maths, Gujarati, Sanskrit/Hindi.
 - Primary(2001-2008): Relevant modules include: English, Grammar, Social Studies, Science, Maths, Gujarati, Sanskrit, and Hindi.

Soft Skills:

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|-------------------|-------------------|-----------------|------------------------|
| • Time Management | • Communication | • Leadership | • Interpersonal Skills |
| • Adaptability | • Problem Solving | • Work Ethics | • Attention to Detail |
| • Team-Work | • Creativity | • People Skills | • Openness |

Interests:

Enjoy traveling and engaging with different cultures by capturing meaningful memories (Photography). In my free time, I like reading adventurous novels, watching movies, and cooking. I also like to keep myself fit through Zumba, yoga, and swimming.

Website: <https://www.amtodiwala.com> **LinkedIn:** <https://www.linkedin.com/in/aarzintodiwala>
GitHub: <https://github.com/Aarzin-Portfolio/>

*All projects and their final reports are available to review in the GitHub repository, it also includes graphics and Photographs.