



Sahej Arora

Digital Marketer | Web Designer

Contact

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Certifications

- Web Designer Certification – [Wix Studio](#)
- Web Accessibility Certification – [Wix](#)
- Google Analytics Certification – [Google](#)
- Google Ads Certification – [Google](#)

Managerial Skills

- Team Management
- Problem-Solving
- Leadership
- Project Management
- Interpersonal Skills
- Decision-Making
- Adaptability

Technical Skills

- MS Office Applications
- WordPress, Wix, Shopify
- Google Ads, Meta Ads
- SEO & Keyword Research
- Google Analytics
- Email Marketing
- Social Media Content Creation
- Photoshop, Illustrator, Premiere Pro

Languages Known

- Hindi
- English
- Punjabi
- Basic Mandarin Chinese

Extra - Curricular Activities

- Singer (Vocalist)
- District-Level Basketball Player
- Competitive Robotics Engineer, BattleBot Designer

Profile Summary

Web designer and digital marketing specialist with expertise in WordPress, Wix, and Shopify. Skilled in web design, branding, SEO, social media marketing, Google & Meta ads, and conversion optimization, I help businesses establish a strong digital presence. Highly adaptable and detail-oriented, I excel at multitasking, meeting tight deadlines, and maintaining quality under pressure. With strong communication and interpersonal skills, I thrive in collaborative environments, bringing creativity and strategic thinking to every project.

Experience

Agency Founder

Upcell Studio

Nov. 2023 - March 2025

- Built and led a digital agency specializing in web design, branding, and marketing.
- Designed websites on WordPress, Shopify, and Wix for small businesses.
- Implemented SEO, social media marketing, and ad campaigns to drive growth.
- Managed client projects, strategy, and overall agency operations.

Performance Marketing Intern

Digital Vidya

1 month - March 2024

- Conducted keyword research and created Google & Facebook ad campaigns.
- Developed ad strategies and optimized campaigns based on key metrics.
- Analyzed data and generated performance reports to improve ROI.

Search Engine Optimization Intern

Digital Vidya

1 month - Feb 2024

- Conducted keyword research and implemented on-page & off-page SEO.
- Assisted in content optimization for better search rankings.
- Monitored key performance metrics and reported insights.
- Gained hands-on experience in improving organic web traffic and visibility.

Social Media Marketing Intern

Digital Vidya

1 month - Jan 2024

- Conducted competitive research and content searches for social media.
- Researched captions and hashtags to enhance engagement.
- Created and analyzed content performance across platforms.
- Applied graphic design & video editing skills to develop engaging social media content.

Education

Degree	Year	Institute/University, Board	% / CGPA
BBA (Retail)	2026	Indira Gandhi National Open University	4.0/5.0 (1)
Digital Mktng Master Course	2024	Digital Vidya	78%
Class 12	2023	Father Agnel School, CBSE	83%
Class 10	2021	Father Agnel School, CBSE	77.4%

Independent Projects

Battlebot Competitions

July 2019-January 2020

- Independently designed and built three battlebots, improving each iteration with stronger materials, better mechanics, and more efficient control systems.
- In the final competition, engineered a full-metal bot with a reinforced chassis and high-torque motors, which outperformed competitors and secured victory.

Renewable City Model & Bio-Waste Manure System

Sept 2019

- Created a functional city model powered by solar panels and wind turbines, ensuring all components generated and distributed real energy.
- Developed an innovative bio-waste management system with a working waste churner, accelerating decomposition and converting organic waste into manure efficiently.

