



MARKETING & ADVERTISING

Digital Marketing and Advertising:

- Strategy and messaging development
- Content marketing and inclusive design
- Ad creation and public relations
- Multi-channel campaign creation and implementation
- Content creation and social media integration
- Website/Mobile-app design, development, and maintenance
- Landing pages, SEO, personalization
- Usage analytics and conversion rate optimization.
- Data-driven analysis and reporting



TECHNOLOGY COMPETENCIES

Digital Strategy and Transformation Consulting:

Opportunity assessment and strategic roadmaps
Market research and go-to-market strategies for digital products
Support for agile transformation programs, focusing on processes and technologies.

Staffing and Payroll Services:

Task-based, project-based, and managed services staffing
Fast, reliable, and tailored solutions for various industries.

ARIANA DIGITAL LLC

Technical Services:

Strategy, implementation, and support for CRM, CX, CMS, MarTech, eCommerce, Payments, and Third-Party Integrations solutions.
Agile management for products, projects, and programs.
Cloud hosting and technical training services.

Emerging Technology Implementation:

AI/ML and data maturity assessments, use case prioritization, and pilots/proofs of concept
Model building, tuning, agentic workflows, and integrations
Training and support for staff on new technologies.

Data Analytics Consulting:

Data engineering and advanced analytics solutions implementation
Establishing data governance frameworks for quality and compliance
Generating insights through ML/AI to improve data-driven decision-making.

EXPERIENCE DESIGN SERVICES

Human-Factors Design and Market Research:

Customer Experience (CX) assessments: C-SAT, NPS, reviews, user testing, focus groups, user experience, usability & accessibility testing, heuristic analysis, cognitive walkthroughs, journey mapping, behavior analytics, competitor research, benchmarking, surveys, and polls.

Creative Design and Digital Media:

Production of audio, images, videos, infographics, print, and broadcast media.
Branding initiatives: logo creation, style guides, communications guides, brand assets (including stationery and business cards), and marketing collateral materials.

eCommerce Solutions:

Development of strategies, platform selection, and implementation.
Optimization of user experience, fulfillment processes, and conversion rates.
Management of payment systems, product inventory, and logistics planning.

We are a digital strategy and solutions firm with over 17 years of experience facilitating customer-focused transformation across various industries.

Our distinctiveness lies in our core values—customer success, trust, diversity, quality, and security. We offer a comprehensive range of digital services, including strategic consulting, staffing, and implementation.





NIACS & PSP CODES

NIACS Codes

541613 | 518210 | 541511 | 541512
541519 | 541612 | 541618 | 541690
541810 | 541830 | 541890 | 561312

PSP codes

B544 | DA01 | DB02 | DD01 | DH01 DH10
| R408 | R410 | R701 | R799

DIFFERENTIATORS

- Diverse experience across multiple industries
- Partnerships with Fortune 500 clients
- Core values: customer success, trust, diversity, quality, and security
- Comprehensive expertise in digital services, including strategic consulting, staffing, and implementation.



We excel in collaborating with stakeholders, building high-performing teams, and managing complex transformations. In a fast-evolving digital landscape, our focus on continuous learning, effective training, talent acquisition, and industry partnerships allows us to deliver value-driven services to clients.

PMP | Six Sigma | ITIL | Agile | American Bankers Association's Financial Marketing.

Cloud Solutions Alliances:

ServiceNow | Salesforce | Adobe | Redpoint Global.

Woman-owned Small Business
Disadvantage Woman-owned Small Business
Minority-owned Small Business
Other Credentials

Stevie awards – Bronze winner for Consumer strategy (2018)

PAST PERFORMANCE




- Ernst and Young (EY) – Big 4 consulting
- GlaxoSmithKline (GSK) – Pharma
- Blue Cross Blue Shield of MA (BCBSMA) – Health insurance
- PNC Bank – Institutional and commercial banking
- TD Bank – Retail consumer banking
- General Electric (GE) – Technology, Industrial and Energy.

CONTACT:

YESHASHRI (YESH) DESAI, FOUNDER

 +1-312-841-9494

 [HTTPS://ARIANA.DIGITAL](https://ARIANA.DIGITAL)

 8 SILVER TRAIL CIRCLE,
NEWTOWN, PA 18940

