

# ROHIT KUMAR

## DIGITAL MARKETING EXECUTIVE



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### JOB OBJECTIVE

Marketing professional with 4 years of experience; Targeting senior level role in Digital Marketing, specialized in SEO, to utilize the expertise and accomplishments in driving organic growth of the organization

**Location Preference:** Delhi/NCR

### EDUCATION

**2019:** MBA in Marketing from University School of Management Studies, GGSIPU, Dwarka, New Delhi

### CORE COMPETENCIES

Digital Marketing  
Content Strategy and Design  
SEO  
Pay Per Click (PPC) Optimization  
Social Media and Community Management  
Business Growth  
Content Management System (CMS)  
Retargeting Campaigns  
Competitive Research  
Keyword Analysis

### TOOLS KNOWLEDGE

Google Analytics  
Google Search Console  
SemRush  
AHREFS  
Screaming Frog  
SEO Plugins on WordPress  
Google Data Studio  
MS Excel

### PERSONAL DETAILS

**Date of Birth:** 30<sup>th</sup> Jul'1994  
**Address:** Delhi, India  
**Languages Known:** Hindi & English

### PROFILE SUMMARY

- **Led strategic brainstorming sessions to formulate initiatives aimed** at boosting organic traffic on both the website and various Social Media Platforms
- **Monitoring and analyzing comprehensive digital marketing efforts;** providing detailed reports on accomplishments and ensuring achievement of Return on Investment (ROI)
- **Worked with team to incorporate product strategy,** value proposition, use cases, and functionality in marketing messaging
- **Executed efforts towards continued success of** Pay Per Click (PPC) lead generation, delivered strong profits and Return on Investment ROI to the business
- **Skilled in generating organic website traffic &** optimizing search engine rankings
- **Partnered with internal teams** for developing landing pages as well as optimizing the user experience

### WORK EXPERIENCE

**ZYCUS Infotech, Bangalore || Senior Executive-Marketing || Apr'23 – Present**

#### Responsibilities:

- Performing routine website audits and applying technical SEO optimizations led to enhancement in website performance and a reduction in bounce rate
- Conducting an in-depth analysis of keywords to pinpoint influential target terms
- Implementing a strategy that leverages keyword clusters to drive significant 5X-10X expansion across new and pre-existing content
- Boosting relevance and improving search engine visibility through the optimization of on-page elements, including meta tags, headings, and content refinement
- Performing routine website audits to pinpoint and address technical issues, thereby enhancing site performance and optimizing user experience
- Discovering valuable backlink prospects by examining competitors, conducting industry research, and initiating outreach efforts
- Effectively overseeing the website migration from CodeIgniter to WordPress, significantly enhancing the effectiveness and efficiency of SEO implementations
- Conducting ongoing SEO activities, such as continuous keyword research, continual on-page and off-page optimization, continuous technical SEO, and ongoing social media optimization

**Wipro Limited, (location) || Analyst || Apr'20-Apr'23**

#### Responsibilities:

- Conducted in-depth market research and competitor analysis, providing valuable insights for brand positioning and business strategy development
- Monitored and tracked social media channels, identifying emerging trends and opportunities for market expansion, resulting in increase in market share
- Led successful cross-functional projects, ensuring seamless collaboration and achieving improvement in project deliverability
- Conducted market research and competitor analysis to support the organization's brand positioning
- Played a key role in data validation, TV monitoring and management, and UK/US media research, contributing to the overall success of content delivery services

**AIRON Trading Pvt. Ltd., (Location) || Digital Marketing Executive || Sept'19-Mar'20**

#### Responsibilities:

- Developed and executed successful Google Ads and Facebook Ads campaigns, resulting in an increase in click-through rate and increase in conversion rate
- Collaborated with influencers and industry specialists to create compelling content, resulting in increase in brand awareness and increase in social media engagement
- Managed and optimized campaigns on Google Ads and Facebook Ads, from forecasting to execution, monitoring, evaluation, and performance optimization
- Successfully increased organic traffic by over 150% through strategic SEO practices and website optimization