

Rahul Sen

Digital Marketing Specialist

✉ optimizedbyrahul@gmail.com

☎ +917584003540

📍 Bangalore, India

🌐 [linkedin.com/in/i-am-rahul-sen](https://www.linkedin.com/in/i-am-rahul-sen)

WORK EXPERIENCE

Digital Marketing Specialist

iBUYPC (ibuypc.in)

11/2024 - Present

Bangalore

Tasks

- **Built the complete Shopify website from scratch using ChatGPT guidance only.**
- Implemented full SEO architecture: technical SEO, on-page SEO, schema markup (Organization, Product, FAQ), and Google Search Console integration.
- Set up and optimized Google Ads campaigns (Search, Performance Max, Merchant Center).
- Scaled **Google Ads** from scratch - created full-funnel campaigns including **Search, Performance Max, Display, and Shopping**, optimizing for ROAS across 300+ high-ticket PC components.

Contact : hr@ibuypc.in

Digital Marketing Specialist

ALLWAY SOLUTIONS (theitgear.com)

10/2023 - 10/2024

Bangalore

Tasks

- Led the **SEO recovery** post-platform migration (Shopify to WordPress) by fixing 500+ broken links, cleaning up redirection chains, and restoring page indexability.
- Executed a full **on-page SEO overhaul** - optimizing metadata, headers, internal linking, and schema for 100+ product and category pages.
- Managed and scaled **Google Ads campaigns** across branded and non-branded search, Shopping, and Performance Max.
- Deployed **Meta Ads** (Facebook/Instagram) with custom audience segmentation and retargeting strategies.

Contact : gaurav@allwaysolutions.in

SEO Executive

Zebra Techies Solution

12/2022 - 09/2023

Kolkata

Tasks

- Experience in More than **25+ Projects from 7 different countries** (Real Estate companies, Law firms, E-commerce Stores, IT Service providers, Life science research companies, Cab companies, E-learning sites, Wedding service and many more).
- Experience in Upwork projects from US, Canada & Australia
- Off-page Optimization: Link building via Ad, Image, Video (given by video makers), Business listings, & Content posting (after optimization) to various online sites.
- On-page Optimization: Title, Des, Meta tags, Image Optimization, Schemas and much more (Wordpress / Shopify).

Contact : hr@zebratechies.com

SKILLS

SEO

Google Ads

Meta Ads

Semrush

Google Analytics

Google Search Console

Google Merchant Center

Content Writing

Photoshop (Basic)

CMS - WordPress & Shopify

Website Design

Website Development (Shopify)

CERTIFICATES

Technical SEO course with Bastian Grimm - Semrush Academy

- **Certificate Link:**

https://static.semrush.com/academy/certificates/d5b0acf971/rahul-sen_2.pdf

Google Analytics Certification - Google Skillshop

- **Certificate Link:** <https://www.credential.net/c270a49d-fda9-410c-b732-44c77ce9ffca#gs.e4s977>

Google Ads - Measurement Certification - Google Skillshop

- **Certificate Link:** <https://www.credential.net/b305a837-8944-48a9-9423-cadbfc57a379#gs.e4sl58>

EDUCATION

Bachelor's degree

Netaji Subhas Open University

07/2018 - 10/2021

Kolkata

Courses

- History (Hons.)

LANGUAGES

English

Full Professional Proficiency

Hindi

Professional Working Proficiency

Bengali

Native or Bilingual Proficiency