

Name :

Rohan Verma

Profile Summary :

Digital marketer with strong expertise in PPC, SEM, and keyword strategy. Focused on conversion optimization and ROI-driven campaigns for tech and finance industries.

Contact :

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Academics :

PGDM in Marketing – NMIMS Mumbai (2018), Coursework: Digital Marketing, Analytics, Consumer Behavior, Graduated with Merit

Certifications :

Google Ads (2019), SEMrush SEO Toolkit (2020)

Achievements :

Lowered CPC by 40% while tripling conversions, Featured in 'Digital Marketing Innovators 2021'

Experiences :

Digital Marketing Analyst at MarketEdge (2018–2023) - Managed PPC and SEM campaigns for fintech clients - Conducted A/B testing on landing pages to improve conversions - Led keyword research strategies increasing CTR by 35%

Projects :

- Optimized PPC strategy for fintech brand, reducing ad spend by 25% while increasing leads by 30% - Implemented SEM campaigns for SaaS clients, boosting website traffic by 110%

Hobbies :

Chess, Football, Traveling