

Rajat Khandelwal

Digital Marketing Manager | SEO | PPC | Social Media | Lead Generation

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PROFILE SUMMARY

Result-driven **Digital Marketing Manager with 9+ years of experience** in developing and executing high-impact digital marketing strategies. Proven expertise in **SEO, PPC, Social Media Marketing (SMM), Email Marketing, and Lead Generation** to drive brand visibility and revenue growth. Strong analytical mind-set with a passion for optimizing digital performance and enhancing user engagement. Adept at managing cross-functional teams and aligning marketing efforts with business objectives for data-driven decision-making.

CORE COMPETENCIES

- **Search Engine Optimization (SEO)** – On-page & Off-page optimization, Keyword Ranking, Content Strategy
- **Pay-Per-Click Advertising (PPC)** – Google Ads, Facebook Ads, LinkedIn Ads, ROI Optimization
- **Social Media Marketing (SMM)** – Campaign Management, Brand Awareness, Community Engagement
- **Content Strategy & Marketing** – Blog Writing, Website Optimization, Copywriting
- **Data Analytics & Reporting** – Google Analytics, Performance Metrics, ROI Tracking
- **Email Marketing** – Lead Nurturing, Drip Campaigns, CRM Integration

EXPERIENCE

SEO EXPERT & DIGITAL MARKETING MANAGER

AUXEIN MEDICAL PRIVATE LIMITED, DELHI | 4TH NOVEMBER 2024 – 8 APRIL 2025

- Developed and executed data-driven digital marketing strategies to enhance online visibility and lead generation.
- Managed SEO campaigns that improved keyword rankings and organic traffic growth.
- Social Media Management – Manage the company's social media accounts and engage with the audience to build brand loyalty.
- Social Media Ads – Plan, execute, and optimize paid advertising campaigns on social media platforms to drive engagement, leads, and conversions.
- Performance Metrics – Track and report on the performance of digital campaigns using analytics tools, ensuring continuous improvement.

Achievements: -

- Achieve good number of Leads from LinkedIn organically.
- Several Keywords Are Ranking over on 1st Page.

DIGITAL MARKETING MANAGER

ARISTOTLE CONSULTANCY, NOIDA | FEBRUARY 2024 – NOVEMBER 2025

- Developed and executed data-driven digital marketing strategies to enhance online visibility and lead generation.
- Managed SEO campaigns that improved keyword rankings and organic traffic growth.
- Led Google Ads & PPC campaigns to drive qualified traffic with optimized ROI.
- Oversaw social media marketing strategies to improve brand engagement across platforms.
- Utilized Google Analytics & digital metrics to track, analyze, and optimize campaign performance.

Achievement: -

- Achieve good number of Leads from LinkedIn organically.
- Several Keywords Are Ranking over on 1st Page.

DIGITAL MARKETING MANAGER

EASY TO PITCH NETWORK PRIVATE LIMITED, DELHI | MAY 2022 – FEB 2024

- Improved search rankings through advanced SEO strategies, leading to a significant increase in organic traffic.
- Managed social media campaigns that enhanced customer engagement and brand recognition.
- Designed and executed email marketing campaigns to nurture leads and increase conversions.
- Spearheaded paid ad campaigns (Google Ads, Facebook Ads, Instagram Ads) to drive business growth.

Achievement: -

- Generate Leads Organic from Social Media
- Run successful leads campaign on Google.

DIGITAL MARKETING MANAGER

EKON SOLUTION INDIA PVT. LTD., NOIDA | SEPT 2020 – MAY 2022

- Led SEO, SMO, and paid advertising strategies for multiple brands under the organization.
- Achieved 1st-page ranking for highly competitive keywords, boosting website traffic and conversions.
- Handled digital marketing for 8 brands, including Skylabs Solutions, Overseas Education Lane, Heuristic Communication, Mera Driver, Health & Blossom, The Digify, and RosePetal Online Store.

Achievement: -

- Generate Leads Organic from Social Media
- Successfully manage team of 5 persons

DIGITAL MARKETING MANAGER

CARLO.IN, DELHI | DEC 2018 – SEPT 2020

- Achieved 1st-page Google rankings for "Buy New Car," "Buy Demo Car," and 15+ car-related keywords.
- Increased website traffic by 180% through an aggressive SEO & paid ad strategy.
- Managed ₹2L+ in monthly ad spend, achieving a 200% increase in leads.
- Improved Google Ads CTR by 3x and decreased CPL by 40%.
- Enhanced brand reputation & social media engagement, boosting customer trust and retention.

DIGITAL MARKETING EXECUTIVE

PACK N GO HOLIDAYS, DELHI | NOVEMBER 2017 –DECEMBER 2018

- Achieved 1st-page Google rankings for "Buy New Car," "Buy Demo Car," and 15+ car-related keywords.
- Increased website traffic by 180% through an aggressive SEO & paid ad strategy.
- Managed ₹2L+ in monthly ad spend, achieving a 200% increase in leads.
- Improved Google Ads CTR by 3x and decreased CPL by 40%.
- Enhanced brand reputation & social media engagement, boosting customer trust and retention.

SEO EXECUTIVE

KUSUM INNOVATIONS & DEVELOPMENT, DELHI | NOVEMBER 2016 – MARCH 2017

- Managed brand reputation & marketing for e-commerce clients.
- B2B lead generation.
- Manage our client portfolio.

EDUCATION

- MASTER OF COMPUTER APPLICATIONS (MCA), 2017 – JAIPUR NATIONAL UNIVERSITY
- BACHELOR OF COMPUTER APPLICATIONS (BCA), 2015 – RAJASTHAN UNIVERSITY
- CERTIFIED DIGITAL MARKETING PROFESSIONAL (2015) – EXPERT TRAINING INSTITUTE, DELHI

TOOLS & TECHNOLOGIES

- Google Search Console, Google Analytics, Google Ads
- SEMrush, Ahrefs, Moz
- FACEBOOK ADS MANAGER, LINKEDIN ADS, INSTAGRAM ADS
- HubSpot, Mailchimp, ZOHO (Email Marketing)
- WordPress, HTML, CSS (Website Optimization)

KEY ACHIEVEMENTS

- Ranked 500+ competitive keywords on Google's 1st page, driving organic traffic growth.
- **Managed ₹15L+ in ad budgets** across industries, optimizing CPC & maximizing ROI.
- Boosted social media engagement by 150% across multiple brands.
- Reduced marketing costs by 35% while increasing customer acquisition & lead conversion.
- Successfully managed **8+ company brands** across different industries with tailored digital strategies.
- Scaled **lead generation** through SEO, PPC, and targeted social media campaigns.

**Ready to take your brand to the next level with high-impact digital marketing strategies?
Let's connect!**