

RITIK KUMAR GAUTAM

Digital Marketing Strategist | Software Developer | Content Creator

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SUMMARY

I am a results-driven Digital Marketing Strategist and Software Developer with a successful track record. I founded GameGini.in and achieved Google AdSense approval while leveraging data-backed content strategies to grow a YouTube channel to over 15,000 subscribers. My expertise includes SEO, content strategy, and team leadership, combined with a passion for modern web technologies

EXPERIENCE

Founder & CEO

GameGini.in

📅 Currently ongoing

- A comprehensive digital platform focused on gaming content
- Spearheaded the development and launch of a comprehensive digital platform, integrating modern tools and custom web workflows
 - Achieved Google AdSense approval by implementing strategic content optimization and advanced SEO techniques
 - Designed and integrated interactive modules, significantly enhancing user engagement and session duration
 - Developed and executed scalable SEO strategies that consistently drove organic traffic growth to the platform

Team Leader | Paytm QR Code Campaign

Paytm

📅 02/2022 - 8/2022

- A leading digital payment and financial services company
- Managed and mentored a high-performing team of 10 recruitment specialists for a large-scale QR code adoption campaign
 - Integrated WhatsApp API to streamline candidate communication, resulting in higher conversion rates and improved efficiency
 - Designed and implemented scalable, trackable recruitment processes and robust reporting mechanisms
 - Consistently exceeded campaign targets through structured operational procedures and effective team coaching

EDUCATION

BCA

Amity University Online

📅 09/2025 - 06/2027

12TH - PCM

CBSE Boards

📅 04/2020 - 03/2021

STRENGTHS

🚩 Digital Marketing

Expertise in digital marketing including SEO, SEM, and social media

★ Software Development

Proficiency in web development and design, including languages such as Python and JavaScript

🏆 Leadership

Strong leadership skills, focusing on team management, project leadership, and strategic planning

KEY ACHIEVEMENTS

★ Entrepreneurial Success and YouTube Growth

Achieved Google AdSense approval for GameGini.in and scaled a YouTube channel to over 15,000 subscribers, showcasing my expertise in digital strategy and content optimization

SKILLS

- Google Ads
- Google Analytics
- Interactive Media Design
- Python
- SEO
- SMM
- WordPress
- YouTube
- Meta Ads
- Content Creation