

RITIK KUMAR GAUTAM

Digital Marketing Strategist | Software Developer | Content Creator

📞 7017984397

•

📍 Sikandra Rao, UP - 204214

•

🌐 ritikmargautam.online

•

✉ Ritik@newsgini.in

ABOUT ME

Results-driven Digital Marketing Strategist and Software Developer with a proven track record of scaling digital platforms and content channels. Founded and monetized GameGini.in, achieving Google AdSense approval and consistent organic growth. Successfully scaled a YouTube channel to over 15,000 subscribers, generating millions of views through data-backed content strategies. Expert in SEO, content strategy, team leadership, and modern web development technologies.

EDUCATION

BCA

Amity University Online

2025-2027

12TH - PCM

CBSE Boards

2020-2021

SKILL

- **Digital Marketing:** SEO, SEM, Social Media Marketing, Google Analytics, Meta Ads, Content Strategy, Market Research.
- **Development:** GDevelop, Vibe Coding, Interactive Media Development, Web Design, UI/UX Principles.
- **Technical:** Python, WordPress, Blogger, HTML, CSS, JavaScript, API Integration, Git, Responsive Design.
- **Leadership:** Team Management, Project Leadership, Strategic Planning, Client Relations, Mentorship, Performance Coaching.

WORK EXPERIENCE

Founder & CEO | GameGini.in

- 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.

Content Strategy Consultant

- Scaled YouTube channel from inception to over 15,000 active subscribers through targeted growth strategies.
- Generated millions of cumulative views by developing and optimizing data-backed content and retention strategies.
- Utilized advanced YouTube analytics to inform and execute data-driven content decisions, maximizing audience reach.
- Established an efficient content calendar and posting optimization system, leading to predictable and sustained channel growth.

Team Leader | Paytm QR Code Campaign

- 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.