

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

📅 01/2021 - 01/1970

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

📅 01/2020 - 12/2020

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