

# Rahul Soral

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## EDUCATION

SRM University Delhi-NCR, Sonipat

Bachelor of Technology in Computer Science (BTech in CSE); GPA: 7.8

Sonipat, Haryana, India

October 2021 – June 2025

## SKILLS SUMMARY

- Digital Marketing skills:** Digital Marketing Strategy, Brand Development, Content Marketing, SEO/SEM, Social Media Marketing, Marketing Analytics, Email Marketing, PPC Advertising, Lead Generation, Conversion Rate Optimization (CRO), Customer Retention
- Software & Tools:** Google Ads, Facebook Ads Manager, HubSpot, Mailchimp, SEMrush, Ahrefs, Moz, Google Analytics, Canva, Adobe Creative Suite, Microsoft Excel, Tableau, WordPress, Shopify, Hootsuite, Buffer
- Soft Skills:** Creative Thinking, Data Analysis, Communication, Collaboration, Problem-Solving, Adaptability, Time Management

## WORK EXPERIENCE

Digital Marketing Intern | Pride of India

September 2024 - November 2024

- Increased engagement across 4 social media platforms through innovative strategies.
- Planned and executed a 4-month social media calendar for consistent content delivery.
- Authored 11 SEO-optimized blogs to enhance website traffic and support content goals.
- Designed 25 graphics and collaborated on Amazon product posts to strengthen brand presence.

Business Development Intern | Sociosip

August 2024 - October 2024

- Increased client acquisition by 19% in the first month by converting key leads through targeted social media strategies.
- Optimized lead-generation strategies using market research on business development tools and methodologies.
- Enhanced client communication via cold calls and needs assessments, ensuring tailored solutions through freelancer collaboration.

Project Management Intern | Lucien Solutions

March 2024 – June 2024

- Achieved a 1066.67% increase in Instagram reach through data-driven analysis and collaboration with cross-functional teams.
- Boosted social media engagement by over 1000% by revamping strategies and conducting comprehensive data analysis.
- Authored detailed technical reports to improve communication clarity and support data-driven decision-making.
- Conducted competitor analysis, providing actionable insights to inform strategic decisions.
- Proposed impactful business development strategies, driving measurable growth across multiple projects.

## PROJECTS

Instagram Reach Analysis | Lucien Solutions

May 2024

- Optimized content strategy with Matplotlib and Seaborn visuals, boosting page time by 18%.
- Predicted impressions with Scikit-Learn's Passive Aggressive Regressor, identifying key drivers of engagement.
- Provided actionable insights to optimize Instagram strategy, enhancing impressions and conversion rates.

Online Business Store Data Analysis | Freelancing Project

Jan 2024

- Ensured data quality by processing and organizing with custom columns.
- Conducted in-depth analysis using Pivot Tables and advanced Excel functions.
- Visualized insights with compelling charts and customized sheets.
- Designed end-to-end reports and dashboards for clear, actionable insights.

## CERTIFICATIONS

- Agile Project Management** | Google Aug 2024
- Microsoft Business Analyst** | Microsoft Sep 2024
- Digital Marketing and E-commerce** | Google Nov 2024

## EXTRACURRICULAR ACTIVITY

Tech Team Member | CIIE

- Innovated ideas to address real-time problems within the university environment.
- Solved complex challenges through creative problem-solving methods.
- Conducted workshops to share knowledge and skills with fellow university students