

RAJAT JAIN

Jaipur, Rajasthan

✉ rajatjain01970@gmail.com | ☎ +91-9216477780 | [in LinkedIn](#) | [Github](#) | [Portfolio](#)

SUMMARY

Digital Marketer with hands-on experience in Google Ads campaign management, SEO, and web analytics. Improving search rankings, optimizing site performance, and driving user acquisition. Google Ads Certified, skilled in conversion tracking, A/B testing, and performance analysis. Combines expertise in web development (React.js, Firebase) with a data-driven SEO approach to enhance organic visibility.

EDUCATION

Bachelor of Computer Applications (BCA)

Jaipur National University, Jaipur, Rajasthan

2023 - 2026

CGPA: 9.4/10

Senior Secondary Education (12th Grade)

Vidya Mandir Sr. Sec. School, Kota, Rajasthan

2020 - 2021

(12th Science - 90%)

SKILLS

Digital Marketing & SEO

- **Google Ads:** Campaign Setup, Ad Copywriting, Conversion tracking, Performance Metrics
- **SEO Fundamentals:** Keyword research, On-page SEO, Technical SEO (site speed, mobile)
- **Analytics & Data:** Google Analytics, Performance Tracking, A/B Testing, Sheets & Excel, Power BI
- **Tools:** Google Analytics, Google Search Console, Keyword Planner, Tag Manager, Google Trends

Technical Skills

- **Web Technologies:** HTML5, CSS3, JavaScript (ES6+), Tailwind CSS, React js, Firebase
- **Programming & Data:** C++, Python, SQL
- **Platforms & Tools:** Chrome DevTools, VS Code, Git, Github, Lighthouse Performance Tuning

Soft Skills: Decision Making, Team Collaboration, Leadership, Client Communication, Problem-Solving.

EXPERIENCE

Google Ads & SEO — Self-directed on Personal Web Projects (2024–Present) - [Link](#)

- Executed a full-stack SEO strategy that secured a #1 Google ranking for the primary keyword "rajat image describer" and "formee forms" (*verifiable via incognito search also*).
- Implemented keyword optimization, technical optimizations including schema markup, sitemap submission, structured data & site speed enhancements, resulting in improved indexing & site health.
- Performed SEO for personal projects like (Formee Forms, Rajat Image Describer, Rajat Media Player)
- Launched and managed **Google Search campaigns** for landing pages, set up conversion tracking and Implemented Google Search Console and Analytics for performance audits

Google Student Ambassador 2025 — (July 2025 - December 2025) - [Link](#)

- Selected as a campus ambassador to promote Gemini AI usage and Google AI ecosystem awareness.
- Organized and led **Gemini Event** (Pixels & Prompts 2025), an AI workshop event at Jaipur National University with over 100+ participants. - [Link](#)

CERTIFICATIONS

- **Google Ads Creative Certification** (*Issued: November, 2025*) - [Link](#)
- **Meta Version Control** (*Issued: February, 2025*) - [Link](#)