

Rajat Chauhan

Digital Marketer

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Employment

Skills

Education

Professional Skills

**Feb 2019 – Jul 2019 | Head of Digital Marketing**

Techtic Solutions, Inc.

**Aug 2016 – Dec 2018 | Digital Marketing Manager**

WebbyMonks Technologies Pvt. Ltd.

Create and execute brand marketing strategy for website and other online channels to promote different services of the company to establish value and generate revenue.

Transitioned from content marketing to leading the growth team for WebbyMonks exclusively.

Developed brand marketing strategy leveraging online channels to promote different service lines.

Brand Strategy and Content Marketing Communication

Conversion Rate Optimization (CRO) and Lead Generation

SEO, SMM, Copywriting and Paid Promotion

Team Management and Skill Development

Content Strategy

Strategy

Inbound Marketing

Brand Management

Profile

Digital Marketing and Brand Management professional with a deadly focus on better writing, consistent brand building and disciplined creativity while implementing growth strategies to reach organizational goals.

**2009 – 2010 | PGCP Corporate Communications and Advertisement** Ahmedabad Management Association (AMA), Ahmedabad

**2008 – 2010 | Master of Business Administration (MBA), Marketing** Institute of Business Management and Research (IBMR), Ahmedabad

**2004 – 2008 | Bachelor of Science (BSc)** Himachal Pradesh University, Shimla

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Employment Continuation

Expertise

Awards and Certification

Hobbies & Interest

Managed annual content marketing calendar to create and repurpose content assets such as whitepapers, Presentations, blogs, and videos.

Full end to end responsibility for all digital marketing activity, content management including SEO, SEM, social media and CRM.

Inbound lead generation and managing a growth team of 6 (including content writers, SEO, & PPC executives).

Led the website development project of Webbymonks.com and delivered in time without affecting traffic and leads.

Growing organic website leads average 45% YoY.

Memes

World Cinema

Travelling

**N-Certificate** for outstanding performance in Brand Management and New Website Launch (WebbyMonks.com)

**Winner** of **Softweb Heckathon 2014** forSmart Lighting System **SolPi**

**Summer Internship** with **World Wildlife Federation (WWF), India**: Corporate Communication and Fund Raising WWF, INDIA

Won First Prize for the Best Script at **Katha International Festival, 09** Hosted By **S.K Patel Institute of Management and Computer Studies**, **Gandhinagar**

Won First Prize in Documentary making at **AMAZE** by **IIPM Ahmedabad**

Won First prize in **AdMad Show** at **IBMR, Hubli**

Won First Prize in **Copywriting** at **BrandPotion**

Won First Prize in **Product Launch** at **XENESIS, 09** by **LDRP**, **Gandhinagar**

Second Prize in **Product Launch** at **CYNOSURE, 09** by **NICM**, **Gandhinagar**

Second Prize in Photography (**PRATIBIMB**) at **SAMANNVAY** by **L.D. College of**

**Engineering, Ahmedabad**

Second Prize in **Artees** (T-Shirt- Designing) at **RICHTER, 09** by **NIRMA** **University**, **Ahmedabad**

Best Copy Award for Social Campaign: **No Honking** by **BrandPotion Mumbai**

Best Copy Prize for **Cricket Campaign** by **BrandPotion Mumbai**

**Aug 2014- Apr 2016 | Sr. Content Marketing Executive**

Softweb Solutions

**Jun 2012 – May 2014 |Content Specialist**

Nascent Technologies Pvt. Ltd.

**Dec 2010 – June 2012 |Content Writer**

Indianic Infotech Pvt. Ltd

Influencer Network Marketing

Conversion Optimization

SEO and Social Media Marketing

PPC Campaigning and Remarketing

Public Relation and Client Communication

Content Strategy and Outreaching

Photography