**RAVI VERMA** Delhi, India | +91-9876543211 | raviverma@email.com | LinkedIn | Portfolio

### **Professional Summary**

Result-oriented Marketing Executive with 1 year of experience in digital campaigns, SEO optimization, and content strategy. A B.Tech graduate with strong analytical skills and technical expertise in marketing automation, PPC campaigns, and web analytics to drive ROI.

### **Work Experience**

**Marketing Executive | ABC Digital Pvt. Ltd., Delhi** **May 2024 – Present**

* Designed and executed Google Ads and Facebook Ads campaigns resulting in a 40% increase in lead generation.
* Conducted keyword research and implemented on-page and off-page SEO, improving website ranking by 50% within 6 months.
* Collaborated with the content team to develop blogs and ad copy aligned with brand storytelling.
* Monitored campaign performance using Google Analytics and prepared monthly performance reports.

### **Education**

**B.Tech – Computer Science** Lovely Professional University, Punjab | 2020 – 2024

### **Skills**

* **Digital Marketing:** SEO, SEM, PPC, CRM, Email Marketing
* **Advertising & Campaigns:** Google Ads, Facebook Ads, Influencer Marketing
* **Content & Branding:** Copywriting, Content Strategy, Storytelling
* **Analytics:** Google Analytics, Campaign Data Interpretation
* **Technical Skills:** Marketing Automation Tools, HTML basics for SEO optimization

### **Certifications**

* Google Ads Certification
* SEMrush SEO Toolkit Certification
* HubSpot Email Marketing Certification

### **Achievements**

* Increased website traffic by 45% for a key client through strategic SEO campaigns.
* Awarded “Rising Star of the Quarter” for outstanding campaign performance in Q1 2025