

Rajat Sapehya

Digital Marketing Executive



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Profile Summary

A passionate Digital Marketing Executive with ability to drive significant improvements in search engine rankings and organic traffic. Expertise includes on-page and off-page SEO, technical SEO tasks, and content marketing. Skilled in managing Facebook and Google Ads campaigns to enhance brand awareness, engagement, and conversions.

Technical Skills

- **Web Analytics, Site Analysis and Reporting:** Google Analytics (GA4), Search Console and Screaming Frog.
- **Digital Advertising:** Google Ads and Meta Ads.
- **Natural Language Processing (NLP):** ChatGPT and BardAI.
- **SEO Tools:** SemRush & Ahrefs and PitchBox.
- **Content Management System (CMS):** WordPress, Wix, and Shopify.

Work Experience

SEO & PPC Specialist

RHA Technologies (Dec-2022- Present) - Remote

- Performing on-page SEO activities, including keyword research, content optimization, and Meta data enhancements.
- Planning and executing off-page SEO strategies, such as creating high-quality backlinks from authoritative websites and managing paid link-building campaigns through outreach.
- Achieving SEO goals with an average search engine ranking improvement of 30% and organic traffic increase of 25%.
- Performing comprehensive technical SEO tasks, including audits, speed optimization, schema markup, mobile-friendliness, XML sitemaps, site architecture, and accessibility improvements.
- Successfully drove 8.5k content views on Quora through consistent content marketing, elevating account engagement from 227 views per month to 2,120 views per month.
- Managing Facebook and Google Ads campaigns with a focus to drive brand awareness, engagement, and conversions, with expertise in audience targeting, A/B testing, and data driven decision-making

Email Marketing Associate

Global E-brand (May 2022- Nov 2022) - Remote

- Designed engaging and visually appealing email campaigns for existing customers, ensuring that the content aligned with the store's branding and marketing goals.
- Successfully scheduled and sent emails for 30 to 35 stores daily, maintaining a consistent and effective email marketing strategy.
- Monitored email campaign performance, tracking metrics such as open rates, click-through rates, and conversion rates to optimize future campaigns.

Link Building Associate

Submit Core (Aug 2021- April 2022)

- Managed email marketing campaigns, sending 30-40 targeted emails daily, resulting in successful deal finalizations for international guest blogging and Link insertions at competitive rates.
- Built and maintained a database of bloggers, building relationships for guest posting opportunities and brand mentions.
- Coordinated and executed operations related to content publication, ensuring that guest posts met the guidelines and standards of external websites.

Interpersonal Skills

- Strong verbal and written communication
- Teamwork
- Problem-Solving
- Adaptability
- Time Management and Leadership

Education History

Bachelors of Technology (EE)

Institution: Green Hills Engineering College, Solan, Himachal Pradesh.

Year of Graduation: 2013-2017

Intermediate (PCM)

Institution: King George Royal Public School, Mandi, Himachal Pradesh.

Year of Graduation: 2012-2013

Certifications

Google Analytics (GA4)

Credential ID 238489907- <https://shorturl.at/dgrH4>

The Complete Digital Marketing Guide

24 Courses in 1

Credential ID

24ddc25e-f730-4e62-8334-3f08274a2ea8<https://shorturl.at/bmnxN>