



ROHIT KUMAR

DIGITAL MARKETING

PROFILE

Results-driven performance marketer with 4.5 years of experience in developing and implementing successful marketing campaigns across various digital channels. Proficient in SEO, SEM, social media marketing, email marketing, and content marketing. Skilled in analyzing data to drive strategic marketing decisions and improve campaign performance. Strong communication and project management abilities with a proven track record of delivering measurable results and exceeding KPIs.

WORK EXPERIENCE

Vedanshiv Garments

SEP-2024 - PRESENT

Sr Digital Marketing Specialist

- Plan, create, and optimize Meta (Facebook & Instagram) Ads and Google Ads for maximum ROI.
- Conduct A/B testing, audience segmentation, and performance tracking to improve ad efficiency.
- Monitor ad spend, analyze data, and scale campaigns for better conversions.
- Implement SEO strategies to improve organic rankings and drive traffic to the website.
- Optimize product listings, meta descriptions, and content for search engines.
- Analyze website performance and make improvements for higher engagement.
- Design and execute WhatsApp campaigns for promotions, abandoned cart recovery, and customer engagement.
- Segment audiences and personalize messaging for better conversion rates.
- Collaborate with fashion influencers and bloggers to promote brand awareness.
- Manage influencer partnerships, negotiate deals, and track campaign performance.
- Develop and execute marketing strategies to enhance brand visibility in the fashion industry.
- Maintain brand consistency across all digital platforms.
- Lead and manage a team for digital marketing, social media, and ad campaigns.
- Assign tasks, monitor progress, and provide training to ensure efficiency and goal achievement.
- Coordinate with designers, content creators, and developers to execute marketing campaigns..

LogicLadder

MAR-2023 - APR-2024

Sr Performance Marketing Specialist

- Develop and implement comprehensive Performance marketing strategies aligned with the company's goals and objectives. This may include strategies for different products, target markets, and sales channels. Developed lead generation strategies using **SEO, SEM, Google Ads, LinkedIn Ads, Email Marketing** and PR tactics.
- Implement strategies to generate leads through digital channels and optimize conversion rates at different stages of the sales funnel. This involves A/B testing, landing page optimization, and user journey analysis.
- Lead a team of digital marketing professionals, providing guidance, mentorship, and support in executing marketing initiatives. Collaborate with cross-functional teams such as product development, sales, and customer service to align marketing efforts with overall business strategies.
- Implement SEO best practices to improve the company's website visibility in search engine results pages (SERPs) and drive organic traffic. This includes keyword research, on-page optimization, link building, and technical SEO.

Cogniscent Business Solutions -SAP

DEC - 2021 - MAR-2023

Performance Marketing Executive

- A Performance Marketing Executive is responsible for developing and implementing strategies that promote a company or brand's products(**SAP Business One /SAP S/4HANA, HR EYE, MI SAP**). They manage various channels like social media networks, Google Ads, website SEO, and email marketing to deliver a persuasive and cohesive marketing message to their audience.
- Promoting the company's existing brands and introducing new products to the market.
- Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals.
- Create Social media posts and optimise social media platforms like -facebook , linkedin, Instagram, Twitter, Pinterest

CONTACT

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📍 Noida, Sector -82

EDUCATION

2015 - 2018

- Bachelor of Computer Applications

MAGADH UNIVERSITY

📍 Patna, Bihar

SKILLS

- Paid acquisition (Meta Ads, Google Ads, LinkedIn Ads)
- SEO (On page SEO | Off page SEO | Technical SEO)
- SMO
- Email Marketing
- Leadership
- Effective Communication
- Critical Thinking
- Sales cold calling
- Wordpress -Website Rebuilding
- Content Optimization

LANGUAGES

- English
- Hindi

SEO Executive

- Conducting thorough keyword research to identify relevant and high-performing keywords for clients' websites. On Page SEO , Off Page SEO.
- Optimizing website content, including meta tags, headings, images, and URLs, to improve search engine visibility and user experience.
- Building high-quality backlinks through strategies such as guest blogging, and social bookmarking to improve website authority and rankings.
- Performing technical audits to identify and fix issues such as broken links, crawl errors, and duplicate content. Implementing technical SEO best practices to enhance website performance.
- Communicating with clients to understand their business objectives, provide SEO recommendations, and report on progress and results achieved.