

RohitKumar S.

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Location: [Chennai, Tamilnadu]

Professional Summary

Dynamic and results-driven Digital Marketing Specialist with expertise in SEO, Google Ads, and performance marketing. Proven experience working with startups and mission-driven brands, driving growth through data-driven strategies. Adept at managing marketing campaigns, optimizing website performance, and improving return on ad spend (ROAS). Certified in key marketing disciplines with a passion for helping businesses succeed in the digital landscape.

Skills & Expertise

- **SEO & Google Ads:** Proficient in search engine optimization and paid advertising strategies, driving website traffic and conversions.
- **Performance Marketing:** Experience in setting up and managing high-performing campaigns to maximize ROI.
- **Digital Marketing Strategy:** Skilled in crafting multi-channel marketing campaigns across social media, search engines, and content platforms.
- **Data Analysis:** Experienced in using tools like Google Analytics, Hotjar, and HubSpot to analyze and optimize performance.
- **Content Marketing:** Expertise in content creation, blog writing, and social media strategy for various niches.
- **Client Management:** Worked closely with startups to develop and execute marketing strategies that align with their business goals.

Professional Experience

Freelance Digital Marketing Specialist

July 2023 – Present

- Developed and executed performance marketing strategies for startup companies in diverse industries, including skincare and food & beverages.
- Designed and optimized Meta ads for DTC e-commerce brands, offering a 90-day money-back guarantee for improved ROAS.
- Managed local SEO and Google Ads campaigns, increasing bookings and visibility for local businesses.

Marketing Consultant – Homelance

March 2024 – Present

- Led the development of Homelance's website, focusing on SEO optimization and user experience.
- Created and implemented digital marketing strategies that increased customer acquisition and brand awareness.

Digital Marketing Analyst – Full-stack Agency

January 2024 – June 2024

- Analyzed website and advertising data to provide strategic insights for e-commerce brands.
- Performed CRO using visitor surveys and heatmaps to improve the customer journey.

Certifications

- SEO Certification – HubSpot Academy
- LinkedIn Marketing – Great Learning
- Google Ads Certification – Google Skillshop

Education

Bachelor of Engineering (B.E.) in Electronics and Communication

SRM Easwari Engineering College

Graduated in 2023

Projects & Highlights

- [pH]ix Skincare: Developed educational content campaigns that boosted product awareness and sales.
- Onlength App: Led SEO efforts, improving search rankings for local businesses.
- Digenie Digital Marketing: Delivered a pitch presentation for digital marketing services to PVR.