

Contact

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Top Skills

Google Adwords
Google Analytics
Landing Page Optimization

Languages

English
Hindi

Certifications

Certificate of Completion: PHP
Course
Learning PPC with Google Ads
Internet Marketing Certification by
Emarketing Institute

Rakshit Soral

Marketing Campaign Manager
Ahmedabad

Summary

Confident and skilled marketing campaign manager with 5 years of successful experience in Digital Marketing. Expertise in the principles of content marketing, search engine optimization, consumer demographic research, and pay per click advertising. Extensive knowledge of marketing budgets, content development/ distribution, and brand promotional strategy. Also a well-known team mentor, who loves infusing growth with effective team building.

Here's a sneak peek of some meticulous results as a part of his Marketing career :

- * Developed overall strategy & location-specific SEO campaigns aimed at building brand awareness, growing organic traffic, increasing engagement, and generate organic leads for a location-specific microsite
- * Promoted as the youngest Campaign manager due to his capability to execute and achieve ROI
- * Responsible for building natural links and increasing the site rankings. Successfully doubled the site's traffic and boosted lead capturing by 56%

Experience

Simform

3 years 6 months

Marketing Campaign Manager

January 2020 - Present (1 year 3 months)

Ahmedabad, Gujarat, India

- * Develop marketing campaigns for various technology verticals that include strategizing, execution, distribution (promotion), and optimization
- * Create, manage and execute marketing campaigns using a marketing automation platform like Hubspot, Active Campaign
- * Collaborate with product, business development, and freelancers to create compelling content that drives engagement

- * Collaborate with stakeholders to develop Account-based marketing campaigns to spread the marketing message through compelling content, messaging, and cross-channel tactics
- * Create integrated marketing campaigns that drive qualified leads and revenue across multiple international offices

Senior Inbound Marketing Executive

October 2017 - January 2020 (2 years 4 months)

- * Played the role of Brand Manager and Inbound Marketer for the location-specific microsite and generated high-quality Inbound leads
- * Spearheaded content marketing campaigns for three technology verticals
- * Implemented and executed content marketing campaign that includes top tech influencers from Facebook, Wix, Google, Amazon, to name a few
- * Handled SEO and content generation for landing pages and case-studies
- * Implemented user-enrich CTAs and popups to capture the relevant prospects and prepared intent-driven content like Ebooks, Case-studies, blogs to help nurture these prospects
- * Worked closely with CMO and marketing manager to help optimize the customer-focused funnels and find out gaps and strategies to improvise the existing funnels
- * Developed a B2B inbound marketing strategy for lead generation and prospecting, resulting in a 2x increase in qualified leads and an overall increase of 80% in website traffic

hoojook, Inc.

Digital Marketing Executive (SEO | Content | Social Media)

April 2016 - September 2017 (1 year 6 months)

Gurgaon, India

- * Helped Clients website scaled 2k traffic in 1 year
- * Was responsible for managing Brand reputation and growth with organic and social media campaigns
- * Implemented Facebook ads to generate ample traffic on Landing pages, leads in 1 year
- * Was responsible to develop marketing collateral's and blogs to promote as a part of the marketing campaigns (Content and Social Media)

GirnarSoft

SEO & Content Executive

July 2015 - February 2016 (8 months)

Jaipur Area, India

- * Team member helping Carbay.com (Indonesia and Malaysia) scale beyond 1M+ monthly organic visits
- * Responsible for managing content strategy: including content calendar(s) and growth
- * Implemented Google Trends research on a regular basis to create audience-specific trending content to accentuate the organic reach•
- * Worked closely with the SEO team to use specific Meta tags, title tags, header tags, and alt tags in the content produced for the website

Education

Rajasthan technical university-Kota

Bachelor of Technology (B.Tech.), Computer Engineering · (2011 - 2015)

Birla shiksha kendra

12th, 12+ · (1996 - 2010)