



Rakshit Soral

Full Stack Digital Marketer

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OBJECTIVE

Rakshit is an Inbound Marketer who loves everything about Inbound: SEO, Content marketing, Web Optimization, Conversion optimization etc. Having 4+ yrs of experience in building customer-centric, engaging Digital marketing funnels, Rakshit possesses the flair for generating organic as well as inorganic leads via SEO, Pay-per-click and Content marketing. Also a well-known team mentor, who loves infusing growth with effective team building.

WORK EXPERIENCE

Simform

(Oct 2017 - Present)

Campaign Manager

- Played the role of Brand Manager and Inbound Marketer for location specific microsite and generated high-quality Inbound leads
- Spearheaded content marketing campaigns for three technology verticals
- Implemented and executed content marketing that was appreciated by top tech influencers from Facebook, 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 improve the existing funnels

Hoojook (RimTim Technologies)

(March 2016 - Sept 2017)

Digital Marketing Executive

- Helped Clients website scaled 2k traffic in 6 months
- Was responsible for managing Brand reputation and growth with organic and social media campaigns
- Implemented Facebook ads to generate ample of traffic on Landing pages, captured 1000+ leads in 1 year
- Was responsible to develop marketing collateral's and blogs to promote as a part of content marketing campaign

GirnarSoft pvt. Ltd.

(July 2015 - Feb 2016)

Jr. news reporter (Content/ SEO)

- 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

68%

Bachelors in Technology (Computer Science)

(July 2011 - May 2015)

C.B.S.E

64%

Matriculation (12th) Science-Maths

(2010 - 2011)

C.B.S.E

80%

Intermediate (10th)

(2008 - 2009)

RESULTS AND ACHIEVEMENTS

- 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
- Responsible for building natural links and increasing the site rankings. Successfully doubled the site's traffic and boosted lead capturing by 56%

SKILLS

Search Engine Optimization Content Marketing

Conversion Rate Optimization Google Adwords

Google Analytics Blogging

Team Building and Training HTML CSS

Graphics Designing Marketing Automation

CERTIFICATIONS

Google Analytics

Google Adwords

TOOLS

ahrefs Google Analytics Hubspot

Google ads manager ubersuggest Github Pages

Wordpress Netlify CMS Jekyll VS Code

Active Campaign Webflow Unbounce Hotjar

Adobe Illustrator Canva

PERSONAL INFORMATION

Date of Birth	15th January 1993
Blood Group	O +ive
Nationality	Indian
Mother Tongue	Hindi

LANGUAGES

English A ★★★★★

Hindi ★★★★★