



RAVI RAI

DIGITAL MARKETING



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CONTACT

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Noida, UP

EDUCATION

2023
MGKVP UNIVERSITY, VNS

- Bachelor of Arts (B.A)

2019
UDAI PRATAP INTER COOLLEGE

- Intermediate

2017
UDAI PRATAP INTER COOLLEGE

- High School

SKILLS

- Social Media Marketing
- WordPress Development
- SEO
- SMO
- Google Analytics
- Keyword Research
- Website Maintenance

LANGUAGES

- Hindi
- English

PROFILE

My expertise lies in various aspects of digital marketing including social media management, search engine optimization (SEO), content creation and e-mail marketing. I specialize in analysing market trends, consumer behavior and competitor activities to develop targeted and effective marketing initiatives.

WORK EXPERIENCE

Abhinandan Homes Industries Pvt. Ltd.

MAY-2024 TO NOV-2024

Social Media Marketing
WordPress Website Developer
Search Engine Optimization (SEO)

- Analyzed social media metrics to assess campaign performance and optimized strategies to achieve better results.
- Designed, developed, and maintained responsive WordPress websites for small to mid-sized businesses, ensuring mobile-friendly and SEO-optimized designs.
- Customized WordPress themes and plugins to address specific client requirements, enhancing functionality and user experience.
- Conducted in-depth keyword research to identify high-performing search terms, boosting organic search visibility by 40%.
- Monitored website traffic using Google Analytics, generating detailed SEO performance reports to track growth and improvement.

Digihives Agency, Varanasi

FEB 2024 TO APR 2024

Social Media Marketing

- Developed and executed targeted social media campaigns across platforms such as Facebook, Instagram, LinkedIn, and Twitter, driving increased brand awareness and follower growth.
- Managed paid advertising campaigns (Facebook Ads and Instagram Ads) to generate qualified leads and improve engagement by 30%.
- Designed and implemented customized social media content strategies for each platform, resulting in a 20% increase in engagement rates.
- Ensured brand consistency across all marketing channels to maintain a cohesive and professional online presence.

CERTIFICATE

- Fundamentals of Digital Marketing
- SEO By HubSpot Academy
- ADCA (Advanced Diploma in Computer Applications)
- CCC (Course on Computer Concepts)

ACHIEVEMENTS

- Boosted social media engagement by 35% through the implementation of data-driven content strategies.
- Achieved a 60% growth in organic search traffic by executing strategic SEO techniques, including keyword optimization and content planning.
- Designed, developed, and launched WordPress websites, ensuring mobile responsiveness and SEO optimization for improved user experience and search visibility.