

ROHIT GANGULY

St John's, NL, CA | Email: rmusk07@gmail.com | Phone: +17827787663 | My Portfolio

PROFILE SUMMARY

A creative and results-driven **Digital Marketer, Content Creator** and **SEO Specialist** with 4 years of experience in crafting compelling content, managing diverse digital platforms and driving measurable brand growth. Skilled in developing tailored strategies that **engage audiences**, enhance **visibility**, and deliver **impactful** results while ensuring consistency in brand identity. Experienced in producing **visually appealing materials** and maintaining thorough documentation to **optimize** processes and outcomes. I am ready to explore bold ideas and innovative solutions! **Dive into my portfolio to see creativity transformed into impactful results**

EDUCATION

Master of Applied Science, Computer Engineering
Memorial University of Newfoundland

Jan 2023-Aug 2024
St John's, NL, CA

SKILLS

Core Competencies: Digital Marketing Strategy, Campaign Management, Market Research, Audience Segmentation, Social Media Management, Analytics, Performance Optimization, Branding, Copywriting, Documentation.

Content Creation: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects), Canva, Figma, Sketch, Final Cut Pro, DaVinci Resolve, Microsoft Office Suite

Digital Marketing: HubSpot, Mailchimp, Google Ads, Facebook Ads Manager, LinkedIn Ads, SEMrush, Ahref

SEO Tools: Google Analytics, Google Search Console, Yoast SEO, Screaming Frog, DeepCrawl, Keyword Planner

Other Skills: HTML, CSS, JS, WordPress CMS, Slack, Zendesk, AI Tools (DALL·E, Runway ML, Stable Diffusion), Strong Communication and Team Collaboration Skills

EXPERIENCE

Sinfonia Properties
Social Media Manager

St John's, NL, CA
Apr 2024 – Nov 2024

- Designed and implemented **social media campaigns** across **Instagram and Facebook**, increasing audience engagement by **35%** through creative, targeted posts and ads
- Utilized **HubSpot** and **SEMrush** to track campaign performance, optimize social media content strategies, and improve audience reach, resulting in a **40% boost** in impressions
- Created visually engaging posts, stories, and ads using **Adobe Creative Suite, Canva**, and **DALL·E**, increasing ad click-through rates by **25%**
- Managed daily posting schedules and ad placements on **Instagram and Facebook Ads Manager**, improving brand visibility and generating a **30% rise in lead conversions**

Indian Snack House
Content Specialist

St John's, NL, CA
Jul 2023 – Apr 2024

- Spearheaded a **content creation pipeline** leveraging **Adobe Premiere Pro, Figma**, and **Runway ML**, producing over **50 high-quality video ads** and graphics that drove **40% more leads**
- Managed **CMS platforms** like **WordPress** and **Shopify** to update landing pages and product descriptions, reducing bounce rates by **15%**.
- Conducted A/B testing for campaigns using **Google Ads** and **Mailchimp**, achieving a **25% improvement** in conversion rates across email marketing campaigns

Decathlon India
SEO Strategist

Kolkata, WB, IND
Jan 2022 – Dec 2022

- Conducted in-depth keyword research and competitor analysis using **SEMrush, Ahrefs**, and **Keyword Planner**, driving a **40% increase in organic traffic** within six months
- Optimized on-page and off-page SEO elements through **Google Analytics, Google Search Console**, and **Yoast SEO**, improving website rankings for targeted keywords by **30%**

Nykaa Fashion
Digital Marketing Intern

Kolkata, WB, IND
May 2021 – Dec 2021

- Designed and implemented targeted ad campaigns using **Hootsuite** and **Facebook Ads Manager**, growing follower count by **60%** and increasing engagement by **30%**.
- Created detailed **campaign documentation** and performance reports using **MS** and **HubSpot**, standardizing processes and improving team efficiency by **25%**

ACHIEVEMENTS

- Increased social media engagement for a local brand by **35%** in three months through **targeted campaigns** on Instagram and Facebook
- Optimized a startup's website, reducing bounce rates by **25%** and boosting online sales by **15%** within six months
- Created a promotional video on Instagram that reached **120K** views with a **45%** engagement rate, increasing inquiries and followers by **20%**
- Maintained a **95% customer satisfaction rate** by **delivering quality content and ensuring timely communication**
- Recognized as "**Best Intern Performance**" at Nykaa in 2021 for driving a **30%** engagement increase and growing website traffic by **20%**
- Achieved top results as a **freelance digital marketer**, managing successful social media and **SEO** strategies for clients