

# RITIK PANT



7827448040

 Ghaziabad, Uttar Pradesh (Open to relocate)

## SUMMARY

Results-driven Marketing & Growth professional with hands-on experience in digital marketing, Google & Meta ads, content creation, campaign optimisation, automation and market intelligence within fast-paced startup environments. Skilled in running data-backed outreach, SEO initiatives, using N8N for automation and analysing performance metrics to improve marketing impact. Strong analytical mindset with proficiency in Excel, research techniques, and experimenting with new channels and audiences.

## EXPERIENCE

### RDSdata (RDSolutions) Sales & Marketing Intern

Jun2025 - Present

- Assisted in planning and executing a targeted Google Ads campaign with ₹20,000 budget, focusing on US C-suite executives.
- Conduct structured market and advertising research, identifying relevant audience segments, improving targeted prospecting accuracy by 10% .
- Utilized LinkedIn Sales Navigator, Apollo, and competitive mapping tools to support data-driven campaigns and channel exploration.
- Automated the lead generation process using N8N, integrating APIs and enrichment tools to build a continuous, high-quality pipeline—reducing manual effort by 40%.
- Used N8N to scrape competitors' LinkedIn posts, analyze engagement trends, content themes, and posting frequency, and delivered actionable insights to senior leadership for improving brand communication strategies.
- Collaborated with leadership to refine go-to-market strategy using real-time insights, improving decision-making efficiency by 30% .
- Executed SEO initiatives including technical audits, backlink acquisition, and content optimization, improving online visibility and engagement.
- Contributed to Long-form content ideas for brand visibility and customer engagement.
- Assisted in evaluating campaign outcomes using Excel dashboards, analyzing trends and recommending optimization actions.

### Azad Foundation, Intern, Men for Gender Inclusion Program

Jun 2023 - Jan2024

- Led community outreach, improving engagement and awareness through structured communication and content-led initiatives .
- Conducted research-driven awareness campaigns and public engagement activities.
- Supported stakeholder management efforts, improving community awareness metrics through targeted initiatives.

## EDUCATION

Dr. B. R. Ambedkar University Delhi

Bachelor ofBusiness Management

GPA: 7.5/10

Arwachin Bharti Bhawan Sr. Sec. School

Higher Secondary

Percentage: 80.83%

## LICENSES & CERTIFICATIONS

### GoogleDigital Marketing & E-commerce Professional Certificate

Coursera

### Grow Your Revenue with Performance Marketing

LinkedIn

## SKILLS

### Marketing & Creative Skills

- Digital Marketing
- Content Creation (Long-form, brand content)
- Campaign Management (research, optimisation)
- Social Media Marketing
- SEO & Website Optimization
- Copywriting & Creative Strategy

### Research & Analytical Skills

- Market Intelligence
- ICP Development
- Competitor Analysis
- Data-based Prospecting
- Excel (dashboards, pivot tables, lookup functions)
- Automation

### Tools

- LinkedIn Sales Navigator
- Apollo
- Canva
- MS Excel, Word, PPT
- Google Ads, Meta Ads
- SEMRUSH
- Screaminfrog
- N8N

## HONORS & AWARDS

### Achieved 98+ Percentile in NMAT

Scored 240 Marks in NMAT and received NMIMS Mumbai interview call