ROHIT KUMAR RANA

Digital marketing Executive and web development

EDUCATION

BACHELOR OF COMPUTER APPLICATIONS (BCA)
Annada College, Hazaribagh
(Vinoba Bhave University, VBU)
Pursuing

INTERMEDIATE (12TH) - SCIENCE
Project +2 high school goriyakarma - JAC
Percentage: 76%

MATRICULATION (10TH)
Project +2 high school goriyakarma (JAC)
Percentage: 86.6%

SKILLS

- SEO (On-Page & Off-Page)
- Website Development (Frontend)
- Digital Marketing Strategies
- Content Creation & Optimization
- Time Management
- Keyword Research & Competitor Analysis
- Website Speed Optimization
- Content Marketing & Blog SEO

LANGUAGES

- Hindi
- English
- Programing languages

CONTACT

- +9142098371
- At-Karar, Padma, Hazaribagh (Jharkhand)
- www.rohitkumar1.vercel.app
- rohit.bca24@gmail.com

ABOUT ME

I am a results-driven Digital Marketing Executive and Frontend Developer with a strong background in SEO, on-page & off-page optimization, website services, and content strategy. Currently pursuing a BCA degree at Annada College, Hazaribagh, under Vinoba Bhave University (VBU), I have a deep understanding of web technologies and digital marketing trends. With hands-on experience at Softication Technology, I specialize in enhancing online presence and driving organic growth for businesses. I am also available for freelancing, offering expertise in website development, SEO, and digital marketing solutions.

WORK EXPERIENCE

Softication Technology | (1 year)
SEO Optimization – On-Page, Off-Page, and Technical SEO strategies.
Keyword Research & Competitor Analysis to improve rankings.
Backlink Building & Outreach for domain authority growth.
Website Optimization – Speed improvement, mobile-friendliness, and structured data implementation.
Managing Google My Business (GMB) for local SEO and business visibility.
Handling Amazon & Flipkart Seller Accounts, optimizing product listings, and boosting sales.

FREELANCE SEO & FRONTEND DEVELOPER

Self-Employed | (Jan 2024)
Developing Websites using HTML, CSS, JavaScript, React.js.
Performing SEO Audits & Website Analysis for businesses.
Helping clients with GST registration, tax compliance, and entity formation.
Social Media Optimization (SMO) for brand awareness and engagement.

INTERN - DIGITAL MARKETING

Softication Technology Pvt,ltd
Assisted in SEO strategies, link building, and content marketing.
Conducted competitor analysis & keyword research.
Worked on website traffic analysis using Google Analytics & Search Console.