

# 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](http://www.rohitkumar1.vercel.app)



[rohit.bca24@gmail.com](mailto: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,Itld

Assisted in SEO strategies, link building, and content marketing.

Conducted competitor analysis & keyword research.

Worked on website traffic analysis using Google Analytics & Search Console.