**Rakshit Kumar Soral**

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Angel List: <https://angel.co/rakshit-soral?public_profile=1>

**Assignment in Digital Marketing, Search Engine Optimization and Brand Management**

**Industry Preference: Automobile / E-Commerce**

**Profile Summary:**

* Solutions-focused, meticulous and result-oriented professional with over 1.5 years(plus) of a successful career with diverse roles distinguished by commended performance and proven results
* Currently associated with Hoojook Inc. as Seo Executive cum Content Developer in Marketing Division and involved in all activities related to Branding, Traffic Building, Website Ranking along with blog content development and Social Media Marketing
* Proven track record of excellence with sound exposure to Google Analytics
* An out-of-the-box thinker with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives and profitability norms
* Excellent interpersonal, communication and organizational skills with proven abilities in team management and planning

**C O R E C O M P E T E N C I E S**

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| --- | --- | --- |
| ~ Search Engine Marketing (SEM) | ~ Search Engine Optimization (SEO) | ~Content Marketing |
| ~Google Analytics | ~Social Media Marketing | ~Channel Management |
|  |  |  |
|  | **O R G A N I S A T I O N A L E X P E R I E N C E** |  |
|  |  |  |
| GirnarSoft Pvt. Ltd., Location : Jaipur |  | July'2015 to March'2015 |
| Technical Writer (Web Marketing) | |  |

**Key Result Areas:**

* Member of the core content and marketing team at startup Carbay.com (Global domain of Cardekho.com)
* Worked on content generation, distribution and traffic building for Carbay (Indonesia)
* Responsible for Creating SEO based Web content, Editing and Proofreading News, Reviews, Creative Articles, FAQs, Highlights, and Infographics based articles in Automobiles segment
* Implemented Google Trends research on a regular basis to create audience-specific trending content to accentuate the organic reach
* Worked closely with the SEO team to use specific Meta tags, title tags, header tags, and Alt tags in the content produced for the website
* Creating Google Sheets on a regular basis to track the progress of content on the website
* Participated in meetings regularly in tandem with Corporate Communication and Marketing team leads and managers to set long-term strategies for effective content creation and traffic building
* Discussions & weekly training sessions with seniors at Cardekho.com to help me to remain abreast of the latest information in the Automobile world

|  |  |  |
| --- | --- | --- |
| Hoojook Inc., Location :Jaipur |  |  |
| Sr. SEO Executive cum Content Developer(Web Marketing) | |  |

**Key Result Areas:**

* Managing, defining and implementing overall SEO, SMO and content strategy for the campaigns in accordance to business objectives.
* Develop the marketing content to be used for social media outreach purposes (e.g. customer videos briefs, infographics, customer case studies, blog posts, posts from analysts and customers)
* Worked on US Clients websites (arjayswf.com, pureserenityskincare.com, windowsproductmanagement.com) for SEO Optimization, Traffic Building and good ranking on Google SERP (***Successfully achieved 10k monthly traffic and good ranking on 1st page of google***)
* Focus on brand development, website organic traffic growth and quality link acquisition for startup websites rimtim.com (web business directory) and reviewkeg.com (Online reputation management and automation software)
* Implementing Keyword research using web tools such as Google Trends, wordtracker, SEMRUSH and Keyword Planner for achieving desired content marketing results (***Achieved 1st page ranking for several website articles targeting medium to high valued keywords***)
* Implementing SWOT analysis for client websites with a deep competitor analysis report
* Identifying various issues related to technical SEO in company websites through different tools and opting preventive measures to rectify them
* Analyzing website traffic with the help of Google Analytics and evaluating the results for further improvements needed

**INTERNSHIP**

**Organisation:** SAG InfoTech Pvt. Ltd., Jaipur

**Project Title:** Understanding SEO & SMO thereby implementing SEO & SMO techniques for Optimizing Site Ranking and Traffic Growth

**Period**: March’2015-May'2015

**Description:** Studied and implemented various off-page and on-page SEO techniques for website optimization and traffic building. Important techniques used are link building, Article submission, Blog commenting, Directory Submission, Social Bookmarking, Content Creation, Using GWT and Google Analytics for campaign management and traffic analysis for brand reputation. Implemented Social Media Promotion for Twitter, Facebook, Linkedin and GooglePlus for quality linking and product promotion.

# A C A D E M I C D E T A I LS

* B.Tech from Rajasthan Technical University (RTU, Kota) with an aggregate percentage of 68.0
* 12th from Birla Shiksha Kendra, Chittorgarh (CBSE Board) with an aggregate percentage of 63.0
* 10th from Birla Shiksha Kendra, Chittorgarh (CBSE Board) with an aggregate percentage of 80.0

# I T S K I L LS

* **Languages:** C, C++, HTML5, Core PHP, Java, **CSS3**
* **Operating Systems:** Windows 7, Windows XP 95
* **Tools: Google Analytics, Google Web Master (GWT), Google Keyword Planner, SEMRUSH, Open Link Explorer, SEO Moz**

# P E R S O N A L D E T A I L S

Date of Birth: 15th January 1993

Languages Known: English and Hindi

Address: 4-B "Kunti Villa", Sector II, Ashapura Colony, Sinchai Nagar, Chittorgarh, Rajasthan