

RAHUL KUMAR

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PROFESSIONAL SUMMARY

An aspirant with an interest in the field of digital marketing for more than 2 years. I am deeply passionate about utilizing my skills to make meaningful contributions to online platforms and strive to create a change in online business. I am dedicated to refining my writing and communication skills and ready to face any challenge with a sense of positivity.

EDUCATION

Higher Secondary Schooling, 2017 – 2019
L.P. Shahi Inter College, Gaya

Secondary Schooling, 2016
High School Beldarbigaha, Nalanda

CERTIFICATION

- Google Ads Search Certification
- Google Ads Display Certification
- Patna Institute of Digital Marketing
- Digital Marketing from HubSpot
- Social Media from HubSpot
- SEO from HubSpot
- Content Marketing from SEMrush
- SEO from SEMrush

SKILLS

Technical Skill

- SEO
- Google Ads
- Facebook Ads
- WordPress
- Social Media Marketing
- Website Development
- Content Writing
- Keyword Research
- Canva
- Microsoft Office
- Wondershare Filmora
- Picture Editing
- Affiliate Marketing
- Freelancing
- Blog Posting
- Google My Business

Soft Skill

- Creative
- Teamwork
- Problem Solving
- Communication
- Time Management
- Fast Learner

Language

- English - Proficiency and Fluency
- Hindi - Proficiency and Fluency

INTEREST

- Photography
- Travelling

EXPERIENCE

Digital Marketing Specialist

Saadee IT Services in Patna

Mar 2022 – Jun 2024

Hybrid Mode

- Conducted market research of target audience, industry trends and competitors.
- Worked on the SEO of multiple websites for various clients including keyword optimization, link building and content writing.
- Created and implemented various paid campaigns including Google Ads, Facebook Ads and Instagram Ads for clients.
- Performed A/B testing for various paid and marketing campaigns.
- Managed all the social media profiles, developed content calendar, campaigns and marketing report.
- Assisted in monitoring KPI such as analytics and reporting across all digital platforms.
- Worked on the designing and development of client's website along with overall SEO.
- Prepared and presented regular reports and insights for social media platforms, website audits and campaigns.
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