Rohan Verma

Jaipur, Rajasthan, India | +91 8890-766-463 | vrohan010@gmail.com | webrohan.com

PROFESSIONAL SUMMARY

Digital Marketing and SEO Specialist with 3 years of experience. Also Skilled in creating and maintaining WordPress and Shopify websites.

TECHNICAL SKILLS

Digital Marketing, Social Media Marketing, Search Engine Optimization (SEO),Search Engine Marketing (SEM), Content Writing, Copywriting,Creative Writing, Facebook Marketing, Google AdWords, English Proficiency,Instagram Marketing, Google Analytics, Canva, Adobe Photoshop, WordPress, Shopify

EXPERIENCE

Digital Marketing Specialist | HJ Infotech   *03/2023 - 06/2024*
- Implemented social media strategies, generating 20K+ monthly reach.
- Created 200+ templates with creative writing, and gained 1,200+ Instagram followers by Instagram marketing.
- Built 40+ websites, get 1st SERP rank for brand keywords by SEO.

Digital Marketing Executive | freelance   *04/2022 - 01/2023*
- Gained 2K+ followers through competitor research, social media marketing (Instagram).
- Executed SEO and content writing, achieving a #1 SERP ranking for brand keywords and enhancing online presence.
- Developed 4 responsive WordPress websites.

WordPress Developer | *Think Layer*   *01/2022 - 02/2022*
- Optimized a job portal website with technical SEO, achieving a 95+ page loading speed.

Digital Marketing Executive | *Digital Unison*   *04/2021 - 08/2021*
- Increased lead generation by 40%+ through market research.
- Achieved Rank 1 in SERPs by content writing, SEO & responsive website development.
- Generated over 70K INR revenue by building Shopify website and executing social media marketing campaigns.

Digital Marketing Associate (Intern) | *Smartech*   *01/2019 - 08/2019*
- Performed website maintenance and content writing, achieving 90+ SEO scores by improving keyword rankings in SERP.
- Tracked performance for 10+ websites via Google Analytics.
- Designed visual assets, boosting social media marketing by 70%.

EDUCATION

Rajasthan College	**Economics Hons.**	Percentage : 60	*09/2022*
Apex Polytechnic Institute	**Electrical Engineering**	Percentage : 64	*04/2020*

AWARDS AND CERTIFICATIONS

SEO 2023: Comprehensive SEO Training Course (With AI Tools)	*Udemy*	*2023*
Google Unlocked certificate	*Coursera*	*2020*
Digital Media Marketing Certification	*2020*
Website Development	*Information Technology Center*	*2018*
National Digital Literacy Mission Certificate	*Govt. of India*	*2015*