

RAHUL ROY

MARKETING SEO & SEM SPECIALIST

CONTACT

- +91 9606052908
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- Ejipura , Koramangala

SKILLS

- SEO & SEM
- Social Media Marketing
- Content Marketing
- Email Marketing
- Paid Media & Advertising (PPC)
- Brand Development
- Google & Meta Analytics
- Ad & Email Design
- Google , Zoho, Third-Party Tools
- Tag Management

LANGUAGES

- English (Fluent)
- Hindi

EDUCATION

St josephs
Bsc computer science



PROFILE

Experienced Digital Marketing Specialist with 4years of experience in performance marketing and technology driven environments. Proven track record of scaling traffic, boosting conversions, and optimizing ad budgets to achieve outstanding ROI. Proven expertise in streamlining operational processes, driving data-driven decision making,

WORK EXPERIENCE



SETMYCAREER JAN2025 - PRESENT

Marketing SEO & SEM Specialist

- Contributed to SEO and PPC campaigns, achieving high-performance milestones, including traffic goals. Maintained different Paid Ads Project along with Good ROI
- Executed email marketing campaigns, crafting compelling copy and visually engaging templates to drive customer engagement. Also managed SMS marketing, optimizing messaging strategies for targeted audience outreach and increased conversions
- Digital Marketing Strategies: Developing multi-channel campaigns to drive traffic and conversions.

EDGO INTERNATIONAL AUG 2024 - JAN 2025

Freelancer

- Executed email marketing campaigns, crafting compelling copy and visually engaging templates to drive customer engagement. Also managed SMS marketing, optimizing messaging strategies for targeted audience outreach and increased conversions
- Optimized client websites for search engines and user experience, leading to higher conversion rates and engagement. Managed all aspects of marketing and client acquisition.

MAILING DATA SOLUTIONS April 2022 - july 2023

Seo analyst

- Experienced in on page and technical SEO, optimizing website content, meta tags, URLs, and conducting site audits to improve rankings. Proficient in keyword research and competitive analysis using tools like SEMrush and Ahrefs to enhance search visibility
- Skilled in executing backlink strategies, improving domain authority, and monitoring site performance via Google Analytics and Search Console. Focused on refining SEO strategies to drive organic traffic and conversions

HEALTH & GLOW JAN 2021 - APRIL2022

Operations Associate

- Key operations include inventory management, use of ERP Management Systems, and quality control checks, monitoring budgets for various operational activities