



Rohit Kumar

Digital Marketing Executive

Profile

I am a highly motivated individual with a passion for learning and personal growth. I possess strong organizational skill, as well as the ability to think creatively and outside of the box. I am a team player who is dedicated to achieving success, both personally and professionally. I am also a lifelong learner who is committed to continuous self-improvement. I am excited to see what the future holds and am eager to take on new challenges and opportunities.

Employment History

Digital Marketing Executive at CSSHouse Consulting, Mohali

2020 — Present

Responsibilities:

- Audit Websites
- Conducting keyword research using various tools,
- Doing all On and Offpage SEO work.
- Making high Quality back-links
- Performing competitive analysis,
- Create Run and Mange Google and Facebook ads Campaigns
- Responsible for auditing 140+ search campaigns in a month - Identify trends & insights using various analytical tools & accordingly optimize the campaign to improve the ROI
- Create and Manage Content for Websites, Blogs, Social Media, conducting Market research, keyword research using various tools

SEO Executive at Willshall, Chandigarh

2015 — 2019

Responsibilities:

- Audit websites
- Conducting keyword research using various tools,
- Doing all On and Offpage SEO work.
- Making high Quality back-links
- Performing competitive analysis,
- Tracking important SEO metrics including Organic traffic, Conversion rates and time spent on page.

Details

Chandigarh

India

auditseoexperts@gmail.com

Skills

Google Search Console

Onpage SEO

Off Page SEO

Keyword Research

Etsy SEO

Amazon SEO

Audit Website

Instagram ads

Google AdSense

Facebook Ads

Google AdWords

Education

**Bachelor of Computer Science, Punjabi University Patiala,
Chandigarh**

2010 – 2012