

RITIK CHOUHAN

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SUMMARY

Skilled digital marketer with 3+ years of experience in developing and executing successful marketing campaigns across all channels. Proven ability to drive traffic, generate leads, and increase sales.

Problem solver and fast learner with strong communication skills. I am motivated to upgrade and expand my skill set through mentorship and challenging projects. I enjoy working collaboratively but can also run a project independently. I am excited about the prospect of joining a reputed company.

SKILLS

- Growth Marketing
 - Team work
 - PPC
 - Meta & Google Ad Word
 - Youtube Optimization
 - Data analysis
 - Keyword Research
 - Lead Generation
 - Landing Page Creation
 - Social Media Marketing
 - Search engine optimization
 - Wordpress
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WORK EXPERIENCE

Performance Marketing Executive / Toprankers Edtech PVT. LTD.

- Designed landing pages that convert visitors into leads or sales.
- Organized A and B testing experiments to optimize user experience on different platforms.
- Managed social media accounts on platforms including Facebook, Instagram, YouTube, LinkedIn, Pinterest.

Digital Marketing Manager | Optseo Digital Labs LLP

- Coordinated efforts between creative team members such as graphic designers or video editors.
- Conducted market research to identify target audiences and develop effective messaging strategies.
- Created reports summarizing progress against organizational goals and objectives.
- Managed PPC campaigns to complement organic search efforts and increase visibility.

SEO Executive | Madboxx Media Studio PVT. LTD.

- Optimized existing content with targeted keywords to increase organic traffic.
- Created link building campaigns utilizing techniques such as blog outreach and guest posting.
- Performed on-page optimizations such as meta tags, page titles, internal linking. to maximize SEO performance.

EDUCATION

RKDF University / Bhopal | Bachelor Of Commerce (B,COM) 2022

RGPV University / Bhopal | Master of Computer Administration (MCA) Pursuing

CERTIFICATION

- Marketing Analytics Foundation (Meta)
- Digital Marketing (Skillup)
- Ads Display Certification

INTERPERSONAL SKILL

- Ability to rapidly build relationship
- Set up trust confident and determined
- Ability to cop up with different situation

TOOLS

- Meta ads manager
- Google ads manager
- Google analytics
- Lead square CRM
- Chat Gpt
- Vidiq/TubeBuddy
- SEMrush, Ahrefs, Moz
- Canva
- Microsoft Office
- LinkedIn Sales Navigator

BASIC PROGRAMMING LANGUAGE

- HTML
- CSS

LANGUAGE

- English
- Hindi

HOBBIES

- Playing Badminton
- Reading
- Cricket