

# ROHIT SHARMA

## DIGITAL MARKETING EXECUTIVE

[rhtsharma335@gmail.com](mailto:rhtsharma335@gmail.com)

+91 9350186841

Saket, New Delhi

[LinkedIn Profile](#)

## Work Experience

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### On Demand International - Digital Marketing Executive

Gurugram, Haryana

September 2023 - Current

- Created SEO-friendly content and implemented comprehensive SEO strategies to generate quality leads, improve organic search rankings and drive targeted traffic up to 75%.
- Launch and monitor PPC campaigns (Google Ads and Meta Ads) for generating qualified leads for the sales teams.
- Managed and optimized social media platforms (Facebook, Youtube, Instagram, LinkedIn, Twitter) to enhance brand visibility and engagement.
- Prepare email content and optimize email copy and sequences for executing email marketing campaigns. Increase open rates from 5% to 15%.
- Handle Zoho CRM to track customer interactions, organize leads, and manage contacts efficiently and automates sales workflows, from lead generation to conversion.
- Organize and handle monthly webinars to generate leads and demonstrating products and services

### On Demand International - Digital Marketing Intern

Gurugram, Haryana

June 2023 - September 2024

- Implemented effective on-page SEO strategies, including keyword research, optimizing meta tags, headers, and internal linking structures, to improve website visibility and boost organic traffic.
- Developed high-quality backlinks to enhance domain authority and improve search engine positioning and also collaborated with relevant websites and industry partners to secure valuable external links.
- Write well-researched, SEO-optimized articles and blog posts for the website for organic traffic and leads.

## Education

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Maharshi Dayanand University - BBA

October 2020 - June 2023

Faridabad, Haryana

## Skills

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SEO (On-page, Off-page and Technical SEO); Wordpress; ZOHO CRM; Meta ads (Facebook and Instagram); Google Ads; Semrush; Ahrefs; Google Analytics; Google Search Console; Email Marketing (Mailchimp, Sender.net); Calendly; Hootsuite; Canva