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Moradabad , IN

EDUCATION

Lovely Professional University

Aug '15 - May '19

B.B.A. - Marketing

Jalandhar, IN

R.S.D Academy

Apr '14 - Apr '15

12th - Commerce

Moradabad, IN

Spring Fields College

Apr '11 - Mar '12

10th - All Subjects

Moradabad, IN

Summary

Seeking an Entry-level position in Digital Marketing where I can utilize my superior understanding of the domain gained during the course. To make positive contribution as part of your dynamic and well reputed organization in a position where my Digital Marketing skills will be appreciated and enhanced.

KEY SKILLS

- Digital Marketing Strategy • Search Engine Optimization • Search Engine Marketing • Content Marketing • Traffic Analysis
- Facebook Marketing • Affiliate Marketing • Email Marketing • Team Leadership • Email Automation • Web Analytics
- Social Media Marketing • Inbound Marketing • Keyword Research • SEO Audits • Ad Campaigns

MARKETING TOOLS

- **Google Suite:** Keyword Planner, Search Console, Google Analytics, Advanced Search, Google Merchandise Store
- **Misc.:** Broken Link Checker, Canva, HootSuite, MailChimp, Hubspot

CERTIFICATIONS

- **Certified Digital Marketing Master (CDMM)** Course | Digital Vidya | June '19 - Feb '20
 - **Course Modules:** Search Engine Optimization (SEO) | Search Engine Marketing (Google AdWords) | Social Media Marketing | Email Marketing | Inbound Marketing | Web Analytics

KEY DIGITAL MARKETING PROJECTS (ASSIGNMENTS & CASE STUDIES)

Search Engine Optimization

Tools: Google Keyword Planner, Broken Link Checker, Google Analytics, Google Search Console

- Preliminary Business Analysis & Customer Profile Understanding.
- **On- Page & Technical Optimization, Off- Page Optimization, SEO Tools Measurment.**
- Conducted research on keywords to **boost website ranking** & analyzed competitor's strategies to direct **on-page SEO**.
- Identified pages needing improvement while researching & shortlisting keywords to make **content searchable & accessible**.

Search Engine Marketing

Tools: Google AdWords, Merchant Center, Google Keyword Planner.

- Set up **Google AdWords Account** to create ads on Google/related properties and responsive ads on Google Display Network.
- Created ad-groups & identified keywords to optimize campaign & **targeted** audience based on **demographics & interest**.
- Learnt to connect social media marketing campaign with a special event to ensure **maximum attention** from the audience.

Social Media Marketing

Tools: Canva, HootSuite

- Gained insights around a **profitable Facebook page** for converting **viewers into customers**.
- Identified the best ways to get user-generated content & selected relevant social media channels to **maximize results**.

Email Marketing

Tools: MailChimp, Google Advanced Search

Chrome Extensions: Clearbit Connect, Anymail finder, Email Extractor, VoilaNorbert, Email Generator, SPF Validation Tools

- Gained insights on **legal aspects** involved in sending emails across various countries .
- Initiated steps to avoid emails landing in spam & segmented users based on demographics and interests .

Inbound Marketing

Tools: Hubspot, Unbounce Landing Page Builder

- Create a strategy to generate traffic on your online presence.
- **Landing Page Design with A/B** and Multivariate Testing.
- Boosted outreach without increasing ad spend & deployed a step-by-step approach to automatically nurture email contacts.

Web Analytics

Tools: Google Analytics, Google Merchandise Store

- Presented **data** in a **story-telling format &** set up **Google Analytics account** to create a **measurement model** for the business.
- Registered on **Google Merchandise Store** and used the information available in the dashboard for gauging key insights.
- Analysed the interaction of the visitors with the website & identified **points of improvement** to deliver a better experience.

Facebook Advertising

Tools: Google Analytics, Google Merchandise Store

- Strategized and launched **Facebook Page** and **Ad Campaign** while designing impactful creatives to optimize campaigns.
- Created brand awareness and used **Facebook Messenger** and **Facebook Shop** to **increase conversions** online and offline.

Build Your Blog

- Selected a blog topic and **registered a domain name for hosting the same on AWS**.
- Installed all necessary **plugins** including Google Search Console, Google Analytics, Discus, Author Tag, etc.

Promote Your Blog

- Drafted the first blog post w.r.t SEO, promoted the blog via e-mail/Facebook Ads & analyzed the traffic on Google Analytics.

LANGUAGES KNOWN

English, Hindi

Hobbies

Blogging, Travelling, Bike Riding, Workout, Badminton, Listening To Music.
