

# Rohan Rawat

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## OBJECTIVE

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Design and develop impactful websites while leveraging innovative digital marketing strategies to drive business growth. Combine technical expertise, data-driven insights, and creative solutions to enhance user experience, maximize engagement, increase brand visibility, and deliver measurable results for businesses across industries.

## EDUCATION

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- **10th Grade (CBSE Board)**  
*Om Shanti Om International School – 2021*
- **12th Grade Commerce (CBSE Board)**  
*Shaheed Captain Hanifuddin Sarvodaya Bal Vidhyalya – 2023*
- **Bachelor of Computer Applications (BCA) (Ongoing)**  
*Indira Gandhi National Open University (IGNOU) – 2024 – 2027*

## SKILLS

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Technical Skills	SEO, GMB, Web Analytics, Web-Development, Moz,
Soft Skills	Problem-Solving, Creativity, Communication, Time Management, Adaptability.

## EXPERIENCE

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### SEO intern

Client Project	September 2024 – Present
Indianpetrochem Pvt Ltd	
<ul style="list-style-type: none"><li>• Developed and executed backlink strategies, enhancing domain authority and search rankings.</li><li>• Achieved <b>10% organic traffic growth</b> through strategic off-page SEO initiatives.</li><li>• Conducted competitor analysis to identify optimization opportunities and improve visibility using social bookmarking, classified ads, ping submissions, profile creation, and blog posting.</li></ul>	

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## Web-Development Project

**RC Express** | [www.rcexpress.in](http://www.rcexpress.in)

- Developed a fully responsive website using **HTML, CSS, JavaScript, and Bootstrap** to showcase courier and logistics services.
- Implemented an intuitive interface with detailed service offerings and enhancing customer experience and streamlining service inquiries.

**VabyaTech** | [www.VabyaTech.com](http://www.VabyaTech.com)

- Designed and developed a responsive website using **HTML, CSS, JavaScript, and Bootstrap** to showcase tech solutions and project portfolios.
- Created an intuitive user interface highlighting client projects, services, and technologies, enhancing brand presence and user experience.

**Visioncivilservice** | [www.Visioncivilservice.com](http://www.Visioncivilservice.com)

- Designed and developed a responsive website using HTML, CSS, JavaScript, and Bootstrap to showcase educational programs and services.
- Created an intuitive user interface highlighting courses, faculty details, and student resources, enhancing brand presence and user experience.

## Hobbies

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- **Graphic Design** – Creating marketing materials, social media creatives, and brand visuals to enhance engagement and branding.
- **Business & Entrepreneurship** – Exploring business strategies, startup growth, and innovative marketing techniques to scale businesses.
- **Gaming** – Playing fast-paced games to improve quick decision-making, strategic thinking, and teamwork under pressure.