ROHAN RAWAT

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OBJECTIVE

Design impactful websites and drive business growth through innovative digital marketing strategies. Combine technical expertise and creative solutions to enhance user experience, boost engagement, and deliver measurable results for businesses.

EDUCATION

- **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

- **Digital Marketing Certification**
Eduork, 2024

SKILLS

Technical Skills	SEO, Google Ads & Meta Ads, Web Analytics, WordPress, Web-Development.
Soft Skills	Problem-Solving, Creativity, Communication, Time Management, Adaptability.

Experience

SEO Specialist

Eduork pvt ltd. – Sector 15, Noida,|**internship** /September*2024 – Present*

- **Increased organic traffic by 10%** through **on-page SEO**, **keyword optimization**, and **high-quality backlink strategies**.
- **Developed and executed a data-driven social media marketing strategy**, resulting in **higher brand visibility, increased engagement, and improved conversions**.
- **Created engaging social media posts, reels, and interactive quizzes** to boost audience engagement and brand reach.

Social Media Manager

WildHid.in – Kolkata, West Bengal 700046 | January 2025 – Present

- Developed and executed data-driven social media strategies, creating engaging content, marketing campaigns, and high-quality videos to enhance brand visibility and audience engagement.
- Analyzed social media performance metrics and trends to optimize content strategy, improve audience targeting, and drive meaningful interactions.

Additaional Project

- **RC Express | 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**

  - 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.