

## Resume

# Rahul Kumar

## Executive | Digital Marketing

### Contact Info

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### Profile Summary

- Experienced Digital Marketing Executive with expertise in managing multi-platform campaigns (Facebook, Instagram, Google Ads, Amazon, Flipkart).
- Proven success in driving lead generation, and enhancing social media engagement.
- Skilled in content creation, SEO, and optimizing marketing strategies to boost ROI and increase brand visibility.

### Technical Proficiencies:

- Microsoft Office (Excel, Word, PowerPoint)
- Google Tools (Doc, Sheet, Form etc.)
- AI Tools (Chat GPT, Google Gemini, etc.)
- Google Ads (PPC)
- SEO & GEO
- Social Media Marketing
- Email Campaigns
- E-commerce Marketing
- Content Creation
- Google Analytics & Search Engine Console
- Word Press (Landing Page Design)
- WhatsApp Marketing (Ai-Sensy, WATI)
- Meta Ads, Full Funnel Marketing
- Software (Final Cut Pro, Filmora, Audacity, Photoshop, Canva) Etc.
- Slack Communication & Team Collaboration
- Zoho CRM

### Work Experience

Marketing Executive | MYSUN, Noida | 01/2025 – 08/2025

**About Company:** India's largest rooftop solar platform offering customized solar solutions to Homes, Businesses, and Industries.

#### Advertising and Campaign Management:

- **Multi-Platform Advertising:** Executed full-funnel lead generation campaigns across Meta Ads (Facebook/Instagram) and Google Ads, targeting residential, commercial, and industrial solar customers.
- **Budget Oversight:** Managed ad spends exceeding ₹10,000+ per day, consistently delivering 400+ qualified solar leads across regions through optimized audience targeting and creative performance tracking.
- **Google Search Ads Execution:** Strategically optimized high-intent keyword campaigns, achieving a CTR of 6% and improving solar consultation conversions by 38%, contributing directly to sales pipeline growth.

#### Website Development & SEO Management:

- **LLM-Based Page Design:** Developed and launched a dedicated Subsidy Information webpage using LLM-powered AI tools to plan structure, write optimized content, and ensure it supports better Google indexing and ranking.
- **AI-Driven SEO & Blogs:** Researched and wrote SEO-friendly blogs with the help of Large Language Models, making keyword research, topic planning, and content drafting faster and more accurate for better Google Search performance.
- **Backlinking & Analytics:** Built backlinks and tracked page performance through Google Analytics, using insights generated via AI to boost domain authority and organic traffic.

#### WhatsApp Marketing & CRM Management:

- **WhatsApp Marketing & CRM Management:** Executing daily WhatsApp marketing campaigns using the WATI API, sending an average of 15,000 targeted messages to leads and customers.
- **Managing Zoho CRM:** Regularly extracting and segmenting data from Zoho to create and execute personalized campaigns, ensuring better engagement and conversion rates.

### Social Media Management:

- **Brand Presence Management:** Managed and maintained consistent brand presence across Facebook, Instagram, LinkedIn, YouTube, and Twitter (X), ensuring regular, targeted content delivery to boost awareness and lead engagement.
  - **Creative Collaboration:** Worked closely with designers and content creators by providing structured creative briefs and campaign objectives, resulting in aligned visuals and platform-optimized campaigns.
  - **Performance Monitoring:** Continuously tracked social media analytics to refine strategy, enhance posting consistency, and improve overall engagement and brand visibility across platforms.
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### Digital Marketing Executive | COLLEGE CHARCHA, Greater Noida | 12/2022 – 08/2024

**About Company:** A leading educational consultancy firm, guiding students towards their dream colleges and careers.

#### Advertising and Campaign Management:

- **Multi-Platform Advertising:** Executed paid advertising campaigns across Meta Ads (Facebook/Instagram) and Google Ads, driving high-intent traffic and lead generation for student enrollment campaigns.
- **Budget Oversight:** Managed over ₹50 lakh in ad spend, delivering 15,000+ qualified leads with an average CPL below ₹45.
- **Google Search Ads Execution:** Optimized Google Search campaigns targeting college admission keywords, improving CTR to 6% and increasing conversions by 38%.

#### Digital Content and Platform Management:

- **YouTube Channel Growth:** Created and managed video content for the official YouTube channel — including scriptwriting, video editing, and keyword optimization, leading to increased viewership and a steady rise in subscribers and engagement.
- **Social Media Content Creation:** Developed and curated relevant social media content aligned with the target audience, maintaining a consistent posting schedule that drove engagement and follower growth across platforms.
- **Automated Marketing Platform Management:** Utilized an automation platform to streamline and enhance customer communication, increasing the efficiency of marketing processes and driving improved campaign outcomes.

#### Website Development and Online Presence:

- **Website Design and Optimization:** Designed and maintained landing pages using WordPress, improving load time and increasing conversion rate by 18% through A/B testing and user flow improvements.
  - **Digital Presence Management:** Regularly updated the company's website and social media profiles, strengthening brand visibility and audience engagement with basic SEO strategies.
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### Digital Marketing Executive | DKS SOLAR SOLUTIONS, Greater Noida | 09/2021 – 12/2022

**About Company:** A leading provider of comprehensive solar energy solutions, empowering businesses and individuals to embrace sustainable energy and reduce their carbon footprint.

#### E-commerce Platform Management:

- **Amazon and Flipkart Management:** Managed and optimized Amazon and Flipkart platforms, driving significant sales growth and improving overall performance.
- **E-commerce Account & Catalog Management:** Oversaw Flipkart account operations, including catalog management, product listings, campaign creation, and promotional product placement.

#### Digital Advertising:

- **Multi-Platform Campaign Management:** Expertly managed campaigns across Facebook, Instagram, and Google Ads, boosting brand awareness and driving conversions.
- **Google Ads Campaigns:** Executed targeted Google Ads campaigns, including YouTube video promotions, to enhance visibility and audience engagement.

#### Content Creation & Social Media Marketing:

- **Content Marketing Strategies:** Developed creative content strategies and crafted engaging social media posts to increase audience engagement, build brand loyalty, and generate leads.

#### Website Management:

- **Website Maintenance:** Regularly updated and maintained the company website, ensuring alignment with brand messaging and delivering an optimal user experience.

## Past Experience

- Back Office Executive | IGCSM PVT LTD, Noida | 12/2020 – 07/2021

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## Education

**MBA (Marketing & Operations)** | GNIT College of Management, Greater Noida | Passing Year - 2025

**BCA** | JS PG College, Sikandrabad | Passing Year - 2023

**Intermediate** | UP Board | Passing Year – 2020

## Hobbies

- Exploring YouTube content
- Outdoor activities
- Enjoying films and web series

## Personal Details:

- Date of Birth : 15/04/2002
- Nationality : Indian
- Gender : Male
- Marital Status : Unmarried
- Permanent address : Dankaur, Greater Noida, Uttar Pradesh, 203201

## Data Protection Clause:

I hereby grant permission for the processing of my personal data, including the information contained in my job application, in accordance with the Personal Information Act, for the purpose of fulfilling the requirements of the application process.

**Place:**

**Date:**