

RAHUL DASS

DIGITAL MARKETING EXECUTIVE & SMM CONSULTANT

AREAS OF EXPERTISE

- WordPress
- Marketing All social media platforms
- Advertising
- Influencer Marketing
- Content Marketing
- Email Marketing
- Social Media Marketing
- Search Engine Optimization
- Search Engine Marketing

SKILLS

- Social Media Marketing
- Social Media Optimization
- WordPress
- Search Engine Optimization
 - All types of SEO
- Content Marketing
- PPC
- Campaign Planning
- Lead Generation
- Team Management
- Leadership
- Project Management
- Online Branding
- Website Designing

ACHIEVEMENTS

- Taught Digital Marketing to 100+ students and helping them to create career in it.
- Startup – Gryffindor Aacademy
- Silver Medal in National Football Tournament
- Gold Medal in State Football Tournament
- 3 Times student of the month in computer science institute
- Invited in school to address students about entrepreneurship

GET IN CONTACT

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WORK EXPERIENCE

DIGITAL MARKETING EXECUTIVE

Seair Exim Solutions | Feb 2021 – Present

- Managing all social media platforms
- Creating daily social media posts
- Content marketing
- Email Marketing
- Lead generation through LinkedIn
- Facebook Ads management
- Planning Ad campaigns for branding
- Optimizing SEO of website
- Keyword analysis
- LinkedIn profile optimization

Freelance Digital Marketing Interns Trainer

Ualunch – Youth Media Platform | Feb 2021 – Present

- Creating marketing strategies for ulaunch
- Managing SEO of ulaunch.in
- Training Interns
- Teaching Fundamentals of Digital Marketing
- Planning Social Media Campaigns
- Planning social media content
- Achieving Weekly goals
- Generating startup leads through Facebooks Ads

DIGITAL MARKETING ANALYST

Disha Publication | 1 Jan 2020 – 28 Dec 2020

- Managing whole e-commerce platform.
- Maintaining SEO of all e-learning & e-commerce platforms.
- Optimizing & creating google, Facebook and Native ads.
- Landing page creation.
- Managing the personal brand of the director of the company.
- Planning social media campaigns.
- Managing deals with social media influencers.
- Creating & optimizing weekly marketing performance reports.
- Managing Interns and optimizing their performance.

PERSONAL PROJECTS

- Gryffindoracademy.com
– Co-Founder & Trainer of a Digital Marketing Academy. Trained 100+ students in Digital Marketing.
- Codersbuddy.com (12/2020 – 05/2021)
– Developed an online course platform and generated 500+ Daily organic traffic.
- Coder_Buddy – Instagram page (01/2020 – 05/2021)
– Achieved 8000+ followers and good engagement through Instagram optimization strategy.
- Rahuldass.com
– Maintaining my personal brands to get freelance projects for web designing and other marketing services.
- StockMarketDecoded.com
– Designed a business portfolio + LMS for a stock market trainer.
– Managing his online personal brand.
- TariniOnline.com
– Designed an online Ecommerce store for a home decor brand known as Tarini.
- Yashikatourandtravel.com
– Designed a business portfolio and online booking system for a tour and travel agency.
– Managing SEO and online brand of Yashika tour and travel.
- Shivi Fashion Boutique
– Managing online presence & Social media of shivi fashion boutique.
– Generating leads through Facebook ads for Shivi's online course.

WORK EXPERIENCE

Digital Marketing Intern

Disha Publication | 7 Aug 2019 – 31 Dec 2019

- Managing E-commerce website
- Created and managing the E-learning platform
- Finding Influencers for brand promotion
- Managing database of Influencers

Digital Marketing Volunteer

Indian Institute of Computer Science | 1 Jan 2019 – 5 June 2019

- Teaching Digital Marketing to 50+ students and managing their reports
- Working on personal projects

EDUCATION HISTORY

BACHELOR OF COMPUTER APPLICATION

IGNOU – 2018 – Present

MASTER DIPLOMA IN SOFTWARE ENGINEERING

IICS – 2018 – PRESENT

DIGITAL MARKETING COURSE

IICS – 2018 – 2019