






Rajat Jaiswal

Digital Marketer

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rajatjaiswal.in 

Profile

I'm a passionate Digital Marketing professional. I have 3+ years of experience in digital marketing. My skill set includes managing Social Media, Build Websites with WordPress, Search Engine Optimization, Creating Ads on Facebook and Google, and Creating Website Content.

Work Experience

The Professional Pools July 2024- Present | Gurugram

DIGITAL MARKETING EXECUTIVE

- Managed digital marketing, including website development Through WordPress, SEO, and social media campaigns, to drive brand awareness and lead generation.
- Designed and optimized the company's WordPress website and implemented On-page, Off-page, and Technical SEO.
- Utilized Google Search Console, Google Analytics, and Google Tag Manager to analyze performance and improve results.
- Created Facebook Ads campaigns and marketing collateral to target HNIs and end-users.
- Conducted market research, competitor analysis, and presentations to close high-value deals.
- Demonstrated strong skills in content writing, research, and analytics for business growth.

Unitown Realty Pvt. Ltd. Dec 2022- July 2024 | Gurugram

DIGITAL MARKETING EXECUTIVE

- Worked on all Digital Marketing activities i.e. Website, SEO, Facebook Ads Campaign, Social Media Marketing, etc.
- Develop and execute digital marketing strategies to increase brand awareness, and generate leads/sales.
- Developed and implemented Keyword Research, On-page, Off-page, and Technical SEO
- Create Creative Post For Social Media.
- Google Search Console, Google Analytics, Google Tag Manager
- Performed competitor analysis
- Strong content writing, Research, and Analytical skills.

DIGITAL MARKETING INTERN

- Build a Website using WordPress (digitalonn.com)
- Keyword Research, On-page, technical optimization & Local SEO
- Collected and analyzed SEO-related data from multiple sources, including Google Analytics, Google Search, Moz, SE Ranking, Google Trends, etc.
- Work on Social media marketing platforms i.e Facebook, Instagram, LinkedIn, Twitter, etc.
- Performed competitor analysis
- Strong content writing, Research, and Analytical skills.

Education

Bachelor of Arts (2016-2019)

V.B.S.P.University

Master of Arts - Defence and Strategic Studies (2019-2021)

V.B.S.P.University

Digital Marketing Course (2021-2022)

DigitalOnn

Skills

- WordPress Website Design, Web Analytics, Google Analytics, Google Search Console.
- Search Engine Optimization, Social Media Optimization,
- Social Media Marketing
- Google Ads, Facebook ads
- Market Research, Strategy Planning

Tools

WordPress, Facebook Ads, Google Ads, Canva, UberSuggest, Keywords Everywhere, Google Analytics, Google Tag Manager, Google Search Console, Google My Business, Keyword Planner, Rankmath SEMrush, Spyfu, Answerthepublic, etc.

Hobbies & Interest

- Music
- Movies
- Tree-Planting

Contact & Social Media

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