



Rahul Singh Rawat

Digital Marketer

My Contact

✉ rahulsinghrawat80@gmail.com

☎ 8630114343

📍 Gurugram, Haryana

🌐 www.rahulsinghrawat.space

🌐 <https://www.linkedin.com/in/rahul-singh-rawat-797b67137/>

Education Background

SDSUV, Uttarakhand

Bachelor of Commerce

2016-2018

Studied Accounting, Business Law, Economics, Financial Management, Marketing, Taxation, and Statistics.

Skills

- Canva
- Final Cut Pro
- Google Analytics
- Facebook Ads Manager
- Google Ads
- Hubspot
- WordPress
- UI/UX
- Strategy
- Multi-tasking
- Observation
- Decision making
- Communication

About Me

Digital Marketer with 4+ years of experience in Performance & Content marketing.

Professional Experience

Hans Matrimony | Executive - Digital Marketing *2020 – 2023*

Key responsibilities:

- Developed and executed digital marketing strategies that boosted brand awareness and revenue. Managed social media content on platforms like Facebook, Twitter, Instagram, and Google My Business.
- Oversaw social media presence and launched online ads to increase brand awareness.

DBMCI /eGurukul | Sr. Executive - Digital Marketing

Jul, 2023 – Present

Key responsibilities:

- Managed a team of executives to drive marketing efforts for the MDS department, including creating landing pages, updating products, executing email campaigns, and generating leads via social media and forms. Coordinated with the sales team, handled content uploads on social media and YouTube, and planned video sessions with MDS faculties.
- Designed and updated marketing materials such as banners, notes covers, brochures, and booklets. Oversaw social media content creation, approved ads and blog posts, and conducted monthly analysis with the Ads Manager for Google and Facebook platforms.

Projects

Ethnicnaari.com | (During College)

- Developed and managed Ethnic Naari's fast-loading website and catalog using the latest development techniques, while also overseeing their Instagram account and Facebook Ads Manager.