

# ROHITH.S

## D I G I T A L M A R K E T E R



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Chennai

Digital Marketer with 1.5 years of proven experience in SEO, specializing in keyword optimization, on-page strategies, and content updates to improve website rankings and visibility. Equipped with working knowledge of Google Ads and Meta Ads, with practical experience in creating and managing paid campaigns to achieve measurable growth. Strong analytical mindset with the ability to track performance, optimize campaigns, and align digital strategies with business goals.

## EXPERIENCE

### SEO ANALYST

Team Tweaks Technologies

March 2024 - August 2025

- I have experience with both On-Page and Off-Page SEO. I used keywords and meta tags to help websites rank better on search engines. I also built backlinks and wrote guest posts to improve website authority and bring in more visitors.
- I created blog posts and social media content using WordPress to keep people interested and increase traffic. I did technical SEO checks to find and fix website problems. I also used HTML and CSS to make web pages that are easy to use and work well.

### DIGITAL MARKETING INTERN

Yoho Technologies

2023- October to december

- As an SEO Intern, I researched keywords and updated website pages to improve visibility on search engines. I supported the ads team by preparing keyword lists and performance reports. I also assisted the blog and content teams by providing keyword suggestions and helping with content planning.

## CERTIFICATION

- Digital Marketing
- PPC Fundamental Course

## EDUCATION

### MASTER OF BUSINESS ADMINISTRATION

Sathiyabama University

2021 - 2023

### BACHELOR OF COMPUTER APPLICATION

DR.G.R. Damodaran college of science

2018 - 2021

## EXPERTISE

- SEO
- Google Search Console
- Google Analytics
- Content SEO
- Social Media Marketing
- Wordpress- CMS
- Google Ads
- Meta Ads
- Html