

Rohit Sarkhel

Digital Marketing Executive

Phone: +918343028837

Email: rohitsarkhelcob98@gmail.com

Address: Bangalore, India

LinkedIn: <https://www.linkedin.com/in/rohit-sarkhel-03a3b81a3>

Experienced Digital Marketing Professional with a comprehensive understanding of digital platforms and strategies. Expertise in designing and executing impactful campaigns that significantly enhance brand visibility and drive sales growth. Proficient in social media marketing, strategic planning, and marketing analysis, with a strong ability to align digital initiatives with extensive marketing objectives. Demonstrates a commitment to staying informed about industry trends to deliver radical solutions that elevate brand performance. Seeking to contribute to a forward-thinking organization by leveraging expertise to achieve continuous growth and success through innovative digital marketing strategies.

SKILLS

Strategic Planning | Google Analytics | Lead Generation | Analytics | Marketing Strategies | Digital Marketing | Social Media Marketing | SEMrush (Software) | Project Management | Facebook Ads | Keyword Research | Google AdWords | Content Marketing | Search Engine Marketing | Marketing | Strong Communication | Report Making

EMPLOYMENT HISTORY

Socia Media Marketing Associate | Comval IT Solutions, Kolkata **Jan 2023 - Oct 2023**

- Tracked social media metrics:** Monitored audience growth rate, engagement volume, and reach across platforms, resulting in a **25% increase in followers** and a **40% improvement in engagement rates** within 6 months.
- Created social media strategies:** Developed and executed campaigns that boosted brand awareness by **30%**, driving a significant uptick in user interactions and mentions.
- Developed and implemented strategic social media marketing plans:** Successfully launched multiple campaigns that increased website traffic by **20%** and enhanced overall brand visibility.
- Engaged with and responded to online audience:** Fostered community growth by responding to relevant comments and queries, leading to a **15% increase in customer satisfaction** scores.
- Utilized LinkedIn, Twitter, Instagram, and Facebook:** Promoted products, services, and content, achieving a **50% growth in LinkedIn connections** and a **35% increase in Twitter impressions** over the past year.

Digital Marketing Specialist | Crudolmage Pvt. Ltd., Cooch Behar **Aug 2021 - Jul 2022**

Developing and Executing comprehensive digital marketing strategies across various platforms, including social media, search engines, and paid advertising. Monitor and analyse digital marketing metrics and KPIs to assess campaign performance and identify areas for improvement. Stay updated with industry trends, tools, and best practices in digital marketing to maintain a competitive edge. Identify and explore new digital marketing opportunities and channels to expand reach and enhance brand visibility. Continuously experiment, iterate, and refine digital marketing strategies based on performance insights, market feedback, and industry developments to drive continuous improvement.

EDUCATION

Bachelor of Arts | Cooch Behar Panchanan Barma University, Cooch Behar **Oct 2016 - Sep 2020**

Higher Secondary | Maharaja Nripendra Narayan High School, Cooch Behar **Jun 2015 - Jun 2016**

COURSES

Advance Program in Digital Marketing at Advance Institute of Digital Marketing **Nov 2021 - May 2022**
Mega Digital Marketing Course A Z at Udemy **Apr 2024 - Jun 2024**

LANGUAGES

English | Hindi | Bengali