

ROHIT GUPTA

Digital Marketing & SEO Specialist

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PROFESSIONAL SUMMARY

Result-driven Digital Marketing & SEO Specialist with 3+ years of experience scaling organic search visibility, running high-performing Meta/Google Ad campaigns, and staying ahead of the AI-search shift through Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), and AI Overview Optimization (AIO). Skilled in building custom automation tools to support SEO workflows and lead generation, with a consistent track record of driving clients to top Google rankings and measurable ROI.

CORE SKILLS

- Digital Marketing & SEO: Search Engine Optimization (Technical & On-Page SEO), Meta Ads, Google Ads Campaign Strategy, Local SEO, Conversion Rate Optimization (CRO), Lead Generation
- AI Search Optimization: Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), AI Overview Optimization (AIO) — structuring and optimizing content for visibility across ChatGPT, Perplexity, Google AI Overviews, and other AI-driven search surfaces; schema markup and structured data for AI crawlers
- Tools & Platforms: Google Analytics (GA4), Search Console, Ahrefs, SEMrush, Meta Business Manager, Git/GitHub

WORK EXPERIENCE

SEO Specialist & Developer | Razor Infotech

July 2024 – Present

- Designed and deployed responsive WordPress and PHP sites optimized for high speed and seamless user experience.
- Formulated local SEO strategies across target regions to capture high-intent leads and dominate local search results.
- Tracked and analyzed user journeys using GA4 and Google Tag Manager to continuously optimize campaign landing pages.

Digital Marketing & Web Development Specialist | Traffic Tail

Feb 2023 – June 2024 | Delhi-NCR

- Engineered custom lead generation funnels and web platforms, boosting lead capture rates by 35%.
- Managed high-budget Meta & Google Ad campaigns, maintaining an optimal Cost Per Lead (CPL) and maximizing ROI.
- Developed automated scripts using Python to streamline workflow efficiency, data collection, and reporting routines.
- Conducted comprehensive SEO audits and executed technical fixes, resulting in a 50%+ increase in organic traffic across core service keywords.

CLIENT SEO RESULTS

Google search ranking positions achieved for top-performing clients, tracked keyword by keyword, across travel, education, and finance sectors.

Ele Jungle Elephant Safari — *Travel / Tourism*: Elephant Ride In Amer (#1), Amer Fort Elephant Ride (#1), elephant ride in amer fort (#1), Amer fort elephant ride price (#1), amer fort elephant ride cost (#1), Rajasthan Heritage Tour Packages (#1)

Gully Baba — *Education*: IGNOU Solved Assignments (#1), Buy IGNOU BA Projects Online (#1), Buy IGNOU Solved Assignments Online (#1), Buy IGNOU Help Books Online (#1), Buy IGNOU Handwritten Assignments Online (#1)

The Wall Street School — *Finance Education*: Frm Online Classes (#1), Acca Coaching Near Me (#2), Cpa Certification Classes (#2), Frm Coaching Classes (#1), Stock Market Wizard Course (#1), Cima Courses Near Me (#1), Accounting Cpa Classes (#1)

KEY PROJECTS

Automated Lead Routing Platform

- Built a custom web tool to filter, store, and automatically route incoming inquiries directly to spreadsheets and CRM destinations in real time.

Web Automation & Scraping Tools

- Developed custom Python scripts (Selenium/Playwright) for bulk data extraction and task automation, reducing manual labor by 80%.

SEO Automation Tools

- Built an auto backlinks creator and content publisher to distribute posts across high DA/PA websites.

ADDITIONAL FREELANCE EXPERIENCE

- Delivered 45+ websites in WordPress and PHP for independent clients across varied industries.
- Applied advanced technical SEO techniques across competitive niches, including Airlines and Tech Products.

ADDITIONAL SKILLS

- Web Development & Automation: PHP, Python, JavaScript, WordPress, Web Scraping (Selenium, Playwright), API Integration, Database Management — used to build custom SEO and marketing automation tooling

EDUCATION

Bachelor of Computer Applications | Jamia Hamdard University

Sept 2024 – Pursuing

BA (Hons) | Delhi University

Sept 2021 – 2023

CERTIFICATIONS

- Google Ads Search Certification
- Meta Certified Digital Marketing Associate