

AMIT SINGH RAWAT

Senior Digital Marketing Specialist – Paid Media | SEO | Analytics

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📁 Portfolio: <https://front-back-both-client.vercel.app/>

PROFESSIONAL SUMMARY

Result-driven Digital Marketing Specialist with 8+ years of experience in Performance Marketing, SEO, Web Analytics, and Marketing Automation. Expert in managing high-budget paid ad campaigns across Google Ads, Meta Ads, and LinkedIn Ads, with deep knowledge of GA4, GTM, Data Studio, and Marketo. Adept at handling monthly budgets of ₹30+ Lacs, reporting, audience segmentation, and driving growth for e-commerce, education, and software product industries.

CORE SKILLS & TOOLS

- Performance Marketing: Google Ads, Meta Ads, LinkedIn Ads
- Analytics & Reporting: GA4, GTM, Google Data Studio, Google Search Console
- SEO: On-page, Off-page, SEMRush, Website Audits, Technical SEO
- Marketing Tools: Marketo, WordPress, Tag Implementation
- Campaign Management: Budget Allocation, A/B Testing, Conversion Optimization
- Other: Strategic Planning, Market Research, Cross-Team Collaboration

PROFESSIONAL EXPERIENCE

2022 – Jan 2025 Amdocs – Marketing System Analyst

- Led WordPress-based website management, SEO audits, and market reporting.
- Used GA4, GTM, Google Data Studio, and Google Search Console for analytics and reporting.
- Integrated Marketo for marketing automation, email journeys, and lead tracking.
- Delivered insights on traffic behavior, campaign performance, and site performance.

2019 – 2022 GeeksforGeeks – Digital Ad Operations Analyst

- Handled paid media campaigns (Google, Meta, LinkedIn) with ₹30+ Lacs monthly budget.
- Focused on performance marketing for e-commerce, education, and software products (e.g., data recovery, conferencing tools).

- Developed GA4 tracking setups using GTM and visualized KPIs in Google Data Studio.
- Executed campaign optimization, budget pacing, audience strategy, and ad copy testing.

2017 – 2018 TIS Digital – Digital Marketing Consultant (SEO)

- Implemented on-page and off-page SEO for B2C clients across niches.
- Tools used: SEMRush, GSC, manual website audits, content marketing, and guest posting.
- Significantly improved domain authority and keyword ranking through link-building campaigns.

2016 – 2017 Vaco Binary Semantics – Market Research Analyst

- Analyzed market trends, audience segments, and keyword opportunities to support digital campaigns.
- Delivered actionable research to assist campaign strategy and media planning.

EDUCATION

2012 – 2016 B.Tech – Computer Science Engineering

Jaypee Institute of Information Technology (JIIT), Noida

2009 – 2011 Senior Secondary (12th Grade) – CBSE

2007 – 2009 Secondary (10th Grade) – CBSE

CERTIFICATIONS

- Udacity Digital Marketing Nanodegree Program
- Google Ads Search Certification
- Meta Certified Digital Marketing Associate
- Advanced Event Tracking with GA4 & GTM

PROJECTS & PORTFOLIO

- Portfolio Website: <https://front-back-both-client.vercel.app/>
- Managed Paid Campaigns for:
 - E-commerce brands (Apparel, Electronics)
 - EdTech & Online Courses (Webinars, LMS platforms)
 - Software Tools (Data recovery software, Video conferencing platforms)
- Full-funnel GA4 tracking via GTM
- Executive-level dashboards in Google Data Studio for ROI reporting