

Rahul Rajeev

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Location: Kerala, India

Phone: 7907179643

Age:25

Gender: Male

Experience : 6 months



Digital Marketing Specialist | Performance & Demand Generation

Portfolio: rahulrajeev.site

Freelance Project : <https://sherlysattire.com/>

PROFESSIONAL SUMMARY

Growth-focused Digital Marketer with specialized expertise in **Shopify Development, Meta Ads, and Creative Content Production**. Proven ability to build end-to-end e-commerce ecosystems and execute high-efficiency paid campaigns. Strong foundation in **Marketing Psychology** and **Technical SEO**, with a focus on driving demand generation through data-backed visual storytelling and optimized user journeys.

CORE COMPETENCIES

- **Paid Media & Performance:** Meta Ads Expert (Campaign setup, A/B testing, pixel integration), Google Ads (Search/Display/Video Planning), LinkedIn Ads.
- **E-commerce & Web Dev:** Advanced Shopify Development (Theme customization/Liquid), WordPress, Landing Page Design (CRO), UX/UI Audits.
- **Creative Production:** Professional Video Editing (DaVinci Resolve/Premiere Pro), Content Strategy, Graphic Design, Presentation Skills.
- **Marketing Strategy:** Consumer Psychology, Funnel Architecture, Lead Nurturing, Analytics (GA4, Microsoft Clarity).

- **Technical SEO:** YouTube SEO, Site Architecture, Meta-data Optimization, Schema Markup.
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PROFESSIONAL EXPERIENCE

Digital Marketing Specialist (Freelance/Contract) | Rahul Growth Labs 2025 – Present
E-commerce & Lead Gen Project: sherlysattire.com

- **Demand Generation:** Built and managed an end-to-end Shopify store, focusing on **Conversion Rate Optimization (CRO)** and user journey mapping.
- **Paid Media:** Executed paid campaigns with a focus on optimizing **CPL (Cost Per Lead)** and improving ad creative performance through A/B testing.
- **SEO & Visibility:** Implemented a technical SEO strategy including schema markup and keyword-rich product descriptions, resulting in improved organic search rankings.
- **Analytics:** Monitored traffic and user behavior via **GA4 and Microsoft Clarity** to identify and fix conversion bottlenecks.

Digital Strategy & SEO Consultant (Multiple Small Projects)

- **Performance Audits:** Conducted SEO and Social Media audits for business pages, providing actionable insights to improve organic traffic and brand messaging.
 - **Content Distribution:** Developed content strategies for YouTube and Meta platforms, ensuring consistent messaging and increased audience engagement.
 - **Campaign Management:** Set up and monitored performance campaigns for local clients, focusing on lead capture and CRM data integrity.
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TECHNICAL SKILLS & TOOLS

- ☒ **Ad Platforms:** Meta Business Suite, Google Ads Manager, LinkedIn Campaign Manager.
 - ☒ **Creative Tools:** DaVinci Resolve, Adobe Photoshop, Figma, CapCut, Canva.
 - ☒ **Analytics/Web:** Shopify, WordPress, GA4, Microsoft Clarity, Google Search Console.
 - ☒ **AI & Strategy:** Advanced Prompt Engineering for Copy Analysis & Visual Asset Creation.
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EDUCATION

- **Bachelor of Commerce (B.Com) – University of Kerala**
 - **AI-Powered Advanced Digital Marketing – Interval Learning**
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CERTIFICATIONS

- **Google Analytics Certification – Google (GA4 Specialist)**
 - **Google Digital Marketing**
 - **SEO & Keyword Research Specialization – HubSpot & Semrush Academy (4 Certifications)**
 - **Foundations of UX Design – Google (via Coursera)**
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LANGUAGES

- English (Fluent), Malayalam (Native), Arabic (Intermediate), Hindi (Basic).
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