Rohan Verma

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PROFESSIONAL SUMMARY

AI- driven Growth Marketer with 3+ years building WordPress/Shopify sites, running Google ads & Meta Ads, and driving social growth using technical SEO, AI tools, and data-driven funnels.

TECHNICAL SKILLS

SEO, SEM, Google Ads, Meta Ads, AEO, GEO, A/B Testing, KPI Tracking, WordPress, Shopify, HTML, CSS, JavaScript, PHP, database, HubSpot, Content Writing, Copywriting, Social Media Marketing, Instagram, Facebook, English proficiency, ChatGPT, Prompt Engineering, Gemini, DeepSeek, Adobe Photoshop, Canva, google analytics (GA4), Google Search Console, Google Keyword Planner, Strategy Making, Market Research, Email marketing

EXPERIENCE

Growth Marketing Specialist | MidasClick (Winnipeg, Canada)   *10/2024 - present*
- Architected 10+ WordPress websites & landing pages from scratch using HTML, CSS, JS, PHP - slashed bounce rate by 42%, elevated Core Web Vitals (LCP <1.8s), and lifted mobile conversion rate by 37%.
- Spearheaded Google Ads campaigns with $3,000+ total budget over 6 months; linked to custom landing pages, delivered 400+ qualified leads, slashed CPA by 58%, and drove ROAS of 3.1x through audience stacking + ad copy A/B testing.
- Produced 200+ high-conversion social assets (Reels, carousels, static) for Instagram/Facebook, catapulted engagement rate from 2.1% to 4.4% and accelerated follower growth by 210% in 8 months using AI-driven hooks + UGC repurposing.
- Streamlined content production via ChatGPT and Gemini, cut output time by 60% while preserving brand voice, EEAT compliance, and zero plagiarism.

Digital Marketing Executive | HJ Infotech (Jaipur, Rajasthan)   *03/2023 - 09/2024*
- Amplified Instagram reach to 50,000+ monthly impressions via data-driven Meta Ads, engineered audience targeting, creative rotation, and lookalike stacking to boost engagement rate by 127%.
- Designed 100+ high-conversion social templates in Canva + CapCut, powered by ChatGPT-generated hooks and emotional copy, drove 1,200+ organic + paid followers in 8 months.
- Deployed 10+ WordPress sites with technical SEO, mobile-first UX, and Core Web Vitals (LCP <1.8s, CLS <0.1), delivered consistent top-tier speed scores verified via Google's core metrics, ensuring seamless performance across all device types.
- Forged a LinkedIn B2B content strategy using AI-driven ideation (ChatGPT) + narrative framing, attracted 250+ qualified organic followers and spiked profile visibility in niche markets by 310% in 6 months.

Digital Marketing Executive | freelance   *04/2022 - 01/2023*
- Expanded Instagram audience by 2,000+ organic followers in 8 months through competitor gap analysis, trend-jacking, and high-retention Reels, surged engagement rate by 242%.
- Executed end-to-end SEO strategy: optimized on-page elements + authored 40+ long-form content pieces, secured Top 10 rankings for 10+ commercial keywords (e.g., "best NGO in Jaipur Pratap Nagar"), lifting branded search traffic by 112%.
- Launched 4 responsive WordPress websites using Elementor + custom CSS/JS — secured consistent PageSpeed Insights score of 90+ across mobile and desktop, reducing bounce rate by 41%.

Digital Marketing Executive | *Digital Unison (Delhi, India)*   *04/2021 - 10/2021*
- Boosted qualified lead volume by 32%+ by identifying high-intent customer segments via market gap analysis and persona-based targeting, enhanced ad spend efficiency by 41%.
- Built a Shopify store from scratch, integrated with Meta Ads funnel (lead gen + retargeting), generated 70,000+ in revenue within 60 days with a ROAS of 2.6x.
- Secured 1 ranking on Google for 8+ commercial keywords (e.g., "tensile business near GTB Hospital") via SEO-optimized WordPress site — implemented local SEO, off-page backlink strategy, and technical fixes to maintain PageSpeed score of 95+ across devices.

EDUCATION

Rajasthan College	**Economics Hons.**	Percentage : 60	*09/2022*
Apex Polytechnic Institute	**Electrical Engineering**	Percentage : 64	*04/2020*