

Rahul Das

Your Digital Victory Partner

+91-6296543101

www.rahuldas.net

hello@rahuldas.net

LinkedIn

SUMMARY

With expertise in **E-Commerce, SEO, and social media marketing**, I enjoy creating and implementing **data-driven strategies** that increase online visibility and user engagement. I excel at using data to solve problems effectively and am committed to **clear communication** and fostering **positive interactions**. I highly value teamwork, and my passion for **gaming** continually reinforces the importance of collaboration and communication in achieving shared goals.

SKILLS

Digital Marketing

E-Commerce

Managing online stores

SEO

SMM

Email Marketing

Google analytics

Critical thinking

Teamwork

Adaptability

Communication

Problem Solving

EXPERIENCE

Digital Marketing Projects | Google Professional Certificate

May 2025 - Oct 2025

Website Optimization Projects

- Evaluated the **E-Commerce checkout process** to identify and address customer drop-off points, increasing conversion potential through **data-driven UX recommendations**. [↗](#)
- Analyzed **heat map data** for an e-commerce landing page to identify engagement patterns and provided **UX recommendations** that increased user interaction and **email sign-ups**. [↗](#)

SEO Optimization Projects

- Optimized **webpage titles and meta descriptions** for two e-commerce pages to increase SEO visibility and search relevance. Enhanced **content alignment** and user engagement by providing keyword-driven recommendations. [↗](#)
- Created **responsive search ads** with optimized headlines, descriptions, and ad extensions to increase **click-through rates** and audience engagement through data-driven copy strategies. [↗](#)

Social Media Marketing Projects

- Created a **two-day social media content calendar** that aligned posts with brand objectives and audience insights. Optimized **timing, platform choice**, and content type to enhance engagement consistency. [↗](#)
- Developed a **targeted social media ad campaign** by defining audience personas, selecting platforms, designing ad formats, and creating **effective CTAs** to boost customer engagement. [↗](#)

CERTIFICATIONS

- Google Digital Marketing & E-commerce**
Coursera (2025)

[View Certificate](#)

- The Complete Digital Marketing Guide 27 Courses in 1**
Udemy (2025)

[View Certificate](#)

EDUCATION

Google Digital Marketing & E-commerce Professional Certificate

2025

Coursera (Authorized by Google)

Dr. B.C. Roy Polytechnic College, Durgapur

2020 - 2023

Diploma in Mechanical Engineering (Pursued, Discontinued before final semester)