



# RAKSHIT SORAL

FULL STACK DIGITAL  
MARKETER

## MORE ABOUT ME

Rakshit is an Inbound Marketer responsible for \$1.2M in annual revenue. Having 4+ yrs of experience in building customer-centric, engaging Digital marketing funnels, Rakshit possesses the flair of generating organic as well as inorganic leads via SEO, Pay-per-click and Content marketing. Also a well known team mentor, who loves infusing growth with effective team building.

## AWARDS & ACHIEVEMENTS

- Developed overall strategy & location-specific SEO campaigns aimed at building brand awareness, growing organic traffic, increasing engagement and generate organic leads for a location-specific microsite
- Promoted as the youngest Campaign manager in the history of Simform
- Responsible for building natural links and increasing the site rankings. Successfully doubled the site's traffic and boosted lead capturing by 56%

## CONTACT DETAILS

**Mobile:** +91- 9602542617

**Website:** <https://rakshitsoral.ga>

**Email:** rakshitsoral (AT) gmail.com

## WORK EXPERIENCE

### Sr. Content Marketer & Growth

#### *SIMFORM LLC*

- Worked with a special growth team of two that was responsible for delivering \$1.2M in annual revenue
- Was quickly promoted to the position of Campaign manager autonomously displayed ROI from new initiatives in less than 2 months
- Played the role of Brand Manager and Inbound Marketer for location specific microsite and spearheaded content marketing funnel for two major technology verticals
- Implemented and executed content marketing that was appreciated by top tech influencers from Facebook, Google, Amazon, to name a few
- Developed a B2B inbound marketing strategy for lead generation and prospecting, resulting in a 2x increase in qualified leads and an overall increase of 80% in website traffic

### Digital Marketing Executive

#### *hoojook INC*

- Helped Clients website scaled 2k traffic in 6 months
- Was responsible for managing Brand reputation and growth with organic and social media campaigns
- Implemented Facebook ads to generate ample of traffic on Landing pages, captured 1000+ leads in 1 year
- Was responsible to develop marketing collateral's and blogs to promote as a part of content marketing campaign

### Content Reporter

#### *GirnarSoft Pvt. Ltd.*

- Team member helping Carbay.com (Indonesia and Malaysia) scale beyond 1M+ monthly organic visits
- Responsible for managing content strategy: including content calendar(s) and growth
- Implemented Google Trends research on a regular basis to create audience-specific trending content to accentuate the organic reach
- Worked closely with the SEO team to use specific Meta tags, title tags, header tags, and Alt tags in the content produced for the website

## ACADEMIC BACKGROUND

B.Tech Computer Science (2011 - 2015)

Metriculation (2010 - 2011)

Intermediate (2008 - 2009)

## TOOLS I USE

ahrefs, Google Keyword Planner, Hubspot, Active Campaign, Google ad manager, Github, Adobe Illustrator, Gravit Designer, Canva, Semrush, Ubersuggest, Keywordtool.io, Unbounce, Wordpress, Webflow, Netlify CMS, Jekyll, VS Code, Google Analytics, Mixpanel