

RITESH SINGH

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PROFESSIONAL SUMMARY

B.Tech graduate in Computer Science (Data Science) with hands-on digital marketing project experience across SEO, Google Ads, Meta Ads, content strategy, and marketing analytics. Skilled in keyword research, campaign planning, GA4, Google Search Console, Power BI, and Advanced Excel. Brings strong analytical, reporting, coordination, and execution skills with a focus on measurable marketing outcomes.

CORE SKILLS

SEO: Keyword Research, On-Page SEO, Technical SEO Basics, Competitor Analysis, Google Business Profile, Google Search Console

Paid Advertising: Google Ads Search Campaigns, Meta Ads Manager, Campaign Setup, Audience Targeting, Conversion Tracking

Analytics & Reporting: GA4, KPI Reporting, Dashboard Development, Power BI, Power Query, Advanced Excel

Content & Social Media: Content Calendar Planning, Instagram & LinkedIn Strategy, Copywriting, Canva, Basic Reels/Video Planning

Tools: Google Ads, Meta Business Suite, GA4, Google Search Console, Google Business Profile, Canva, Power BI, MS Excel

EXPERIENCE

Freelance Digital Marketing — Panchmukhi Family Healthcare Clinic

Freelance Client Project | June 2026 – Present

- Managed and planned 20+ social media posts and creatives for Instagram and other digital platforms to improve clinic visibility and patient engagement.
- Conducted 30+ keyword and competitor research activities to identify local healthcare search opportunities and improve content strategy.
- Optimized 10+ Google Business Profile elements, including service information, posts, and local SEO content to strengthen online presence.

Freelance Digital Marketing — Adhrit SI Resort

Freelance Client Project | June 2026 – Present

- Worked on digital marketing activities for the resort, supporting social media presence, promotional content, and online brand visibility.
- Created event-focused content including posters, captions, stories and promotional creatives for social media.
- Supported digital promotion through content planning.

Freelance Social Media Management — Vision Creatives

Freelance Venture | April 2023 – July 2024

- Managed social media for 4+ brands across education, hospitality & F&B.
- Clients: Kailash School, The Dining House, The Pizza King & Taste Buds.
- Planned content calendars, captions, creatives and platform strategies.
- Handled client coordination and end-to-end social media execution.

MARKETING PROJECTS

SEO + Google Ads Lead Generation Campaign

Independent Portfolio Project | Real Estate

- Conducted keyword research and competitor analysis to identify high-intent search opportunities for residential and commercial property services.
- Applied on-page and basic technical SEO, including metadata, site structure, and page-speed checks; planned Google Business Profile optimization for local visibility.
- Built a lead-generation landing-page structure and mapped form submissions to conversion-tracking requirements.
- Developed a Google Search Ads campaign plan covering keyword targeting, ad-copy variations, audience intent, and budget allocation.

- Created a GA4 and Search Console reporting framework to evaluate traffic, engagement, conversions, and campaign performance.

360° Social Media Marketing & Content Strategy

Independent Portfolio Project | 90-Day Brand Awareness Campaign

- Conducted market, audience, and competitor research to define brand positioning, target segments, and content pillars.
- Created a 90-day content calendar for Instagram and LinkedIn covering educational posts, promotional content, Reels, and video concepts.
- Developed Canva creatives and platform-specific captions aligned with the proposed brand voice and content strategy.
- Planned a Meta Ads campaign structure covering audience targeting, budget allocation, creative testing, and campaign objectives.
- Created an analytics and optimization framework tracking reach, engagement, follower growth, profile visits, website traffic, and leads.

EDUCATION

B.Tech, Computer Science Engineering (Data Science) — Pranveer Singh Institute of Technology, Kanpur

2022 – 2026 | CGPA: 7.1 / 10

Intermediate (12th) — Kendriya Vidyalaya No. 1, Armapur, Kanpur

2021 | 86.2%

High School (10th) — Kendriya Vidyalaya No. 1, Armapur, Kanpur

2019 | 82.2%

CERTIFICATION

- Data Science — Coursera, 2025
- Introduction to Generative AI — Coursera, 2025
- Database Management System — Infosys Springboard, 2025

ACHIEVEMENTS

- Salesforce Trailhead Agentblazer Champion — 40 badges and 12,300+ points.
- Solved 200+ problems on LeetCode and earned a 5-Star HackerRank badge.
- Won 2nd Prize in “Fun With IoT” among 200+ participants.