# RISHABH

**Social Media Manager | Digital Marketing Manager |Senior wordpress developer |Front-end developer**

*Social Media Strategy • Content Marketing • SEO • Paid Campaigns • Lead Generation • Analytics • WordPress*

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## PROFESSIONAL SUMMARY

Digital marketing and social media professional with 5+ years of hands-on experience across social media management, content strategy, SEO, digital campaigns, lead generation and website optimization. Experienced in managing Facebook, Instagram and LinkedIn, developing content calendars, coordinating marketing creatives, supporting Meta and Google campaigns, and using GA4 and Google Search Console to evaluate digital performance. Strong technical advantage in WordPress, landing-page development, technical SEO and Core Web Vitals, enabling end-to-end execution from marketing strategy and content to website optimization and conversion-focused digital experiences.

## CORE MARKETING EXPERTISE

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|---|---|
| **SOCIAL MEDIA** | Social Media Strategy, Content Strategy, Content Calendars, Instagram, Facebook, LinkedIn, Meta Business Suite, Community Engagement, Social Publishing, Campaign Planning |
| **DIGITAL MARKETING** | Digital Marketing Strategy, Content Marketing, Lead Generation, Meta Ads, Google Ads, Email Marketing, Campaign Management, Landing Pages, Conversion Optimization |
| **SEO & ANALYTICS** | Technical SEO, On-Page SEO, Keyword Research, Google Search Console, GA4, Sitemap, Schema, Indexing, Core Web Vitals |
| **CREATIVE & WEB** | Canva, Adobe Photoshop, Illustrator, Figma, CorelDRAW, WordPress, Elementor, WooCommerce, HTML5, CSS3, JavaScript, Bootstrap |

## PROFESSIONAL EXPERIENCE

### Aagam Stainless Private Limited

*Oct 2025 – Present*

***Social Media Manager | Digital Marketing Manager***

- Manage social media strategy and content planning across LinkedIn, Facebook and Instagram.
- Develop and maintain monthly and weekly content calendars aligned with business and branding objectives.
- Coordinate social media creatives, brochures, catalogues and promotional marketing assets.
- Support digital campaigns focused on brand awareness, engagement and business enquiries.
- Monitor digital performance and website analytics to identify opportunities for improvement.
- Manage SEO activities including Google Search Console, sitemap, schema, indexing and on-page optimization.
- Develop campaign landing pages and product pages to support digital marketing initiatives.
- Optimize website UX, mobile responsiveness, page speed and Core Web Vitals.
- Work with internal teams to align marketing communication, digital assets and sales requirements.
- Manage WordPress website operations, updates, security, backups and ongoing maintenance.

### JetSetGo Travel & Tour Private Limited

*Apr 2023 – Oct 2025*

***Social Media Manager | Digital Marketing Executive***

- Managed social media presence across Facebook, Instagram and LinkedIn, including content planning, publishing and campaign communication.
- Developed and maintained content calendars aligned with promotional campaigns and business objectives.
- Created and coordinated social media creatives, promotional banners, digital advertisements and campaign assets.
- Planned digital marketing initiatives supporting brand awareness, enquiries and lead generation.
- Used Meta Business Suite for publishing, scheduling and social media management.
- Developed campaign landing pages and enquiry funnels to support lead-generation activities.
- Conducted keyword research, SEO audits and on-page optimization to improve website visibility.
- Used website analytics and Search Console data to identify optimization opportunities.

- Developed responsive WordPress websites and campaign pages supporting marketing initiatives.
- Converted Figma and PSD designs into responsive web interfaces using HTML5, CSS3, JavaScript and Bootstrap.
- Optimized website performance, mobile responsiveness and Core Web Vitals.
- **Promoted to Front-End Developer within four months based on performance and expanded responsibilities.**

## EARLIER EXPERIENCE

**Phil Technologies Private Limited — WordPress Developer** *Mar 2022 – Apr 2023*

- Developed and maintained business websites using WordPress; customized themes and plugins according to project requirements; resolved technical issues and supported deployment.

**Mobile News 24 — WordPress Developer** *Sep 2022 – Mar 2023*

- Managed and maintained a WordPress-based news portal; published, formatted and optimized digital content; performed ongoing website maintenance and performance optimization.

**Matoshree E-Service — WordPress Developer** *Aug 2021 – Jul 2022*

- Developed and maintained WordPress business websites; customized themes and plugins to meet project requirements; supported deployment and website optimization.

**IICS — Indian Institute of Computer Science — Assistant Teacher, Graphic Design Internship** *Feb 2021 – Aug 2021*

- Trained students in Photoshop, CorelDRAW and graphic design fundamentals; prepared educational design content and supported institute projects.

## KEY ACHIEVEMENTS

- 5+ years of hands-on digital marketing, social media and web development experience.
- 18+ professional websites delivered across corporate, travel, business, news and service-based projects.
- Promoted to Front-End Developer at JetSetGo within four months, based on performance.
- Managed SEO, branding, social media and digital marketing activities across multiple organizations.
- Combined website development, digital marketing, social media and creative production within professional roles.

## TOOLS & TECHNOLOGIES

Meta Business Suite, GA4, Google Search Console, WordPress, Elementor, WooCommerce, Canva, Adobe Photoshop, Illustrator, Figma, CorelDRAW, HTML5, CSS3, JavaScript, Bootstrap

## SELECTED DIGITAL PROJECTS

*18+ professional websites delivered across corporate, travel, business, news and service-based projects. Selected projects below.*

**JPJain.in** — Front-end development, UI/UX design, dedicated desktop/mobile experiences; optimized website speed, accessibility and responsive performance.

**JetSetGoTravel.in** — Company website for a travel and tour business; WordPress development, landing pages and ongoing maintenance.

**Matoshree.in** — WordPress website development and maintenance for a business/service website.

**NimbleFeet.in** — WordPress website development and maintenance.

**RadiumTooth.com** — WordPress website development and maintenance for a dental services business.

**RadiumHair.com** — WordPress website development and maintenance for a hair care/salon services business.

**RadiumNails.com** — WordPress website development and maintenance for a nail care services business.

**RadiumTour.com** — WordPress website development and maintenance for a travel/tour services business.

**RadiumBox.org** — WordPress website development and maintenance.

**143Online.com** — WordPress website development and maintenance.

**Vartc.com** — WordPress website development and maintenance.

**Amcee.in** — WordPress website development and maintenance.

**AtulJain.in** — WordPress website development and maintenance.

## EDUCATION & CERTIFICATIONS

**Bachelor of Arts (B.A. Programme)**
Delhi University School of Open Learning (DU SOL)

**Diploma in Website Designing with E-Commerce**
IICS — Indian Institute of Computer Science

## ADDITIONAL INFORMATION

**Languages:** Hindi | English
**Location:** Delhi, India (open to remote and hybrid roles)
**Employment note:** Some earlier WordPress Developer engagements (2021–2023) were held on a project/freelance basis and may show overlapping dates; details available on request.

## PROFESSIONAL STRENGTHS

- End-to-end digital ownership — able to plan a social/content strategy and also build and optimize the landing pages and website behind the campaign, without depending on a separate development resource.
- Cross-functional coordination — regularly works with management, sales and creative teams to align marketing communication, digital assets and business requirements.
- Technical SEO fluency — comfortable working directly in Google Search Console, GA4, sitemap/schema management and Core Web Vitals optimization rather than relying only on agency reporting.
- Reliable execution under deadlines — has managed multiple concurrent digital projects (social calendars, campaigns and website builds) while meeting delivery timelines.
- Fast learner and adaptable — promoted to Front-End Developer at JetSetGo within four months of joining, based on demonstrated performance.

## CAREER FOCUS

Looking to grow into a Social Media Manager / Digital Marketing Manager role where I can own end-to-end brand presence — content strategy, campaign execution, SEO and performance tracking — while using my WordPress and front-end development background to build and optimize the digital experiences that support those campaigns.