

# ROHITH SAKETH

nadakkavu,Kozhikode-673011 · [rohithsaketh456@gmail.com](mailto:rohithsaketh456@gmail.com) · + 91 8089009687 · [www.rohithsaketh.com](http://www.rohithsaketh.com)

LinkedIn:[Rohith Saketh](#)

## PROFESSIONAL SUMMARY

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Experienced Digital Marketing Specialist with over 10 years of proven track record in traditional sales and marketing. I effectively use my experience to plan and execute successful digital marketing strategies. Skilled in **SEO, SMM, SEM**, Google Ads, Meta Ads, email marketing, content creation, video production, and poster design. I am passionate about photography and creative storytelling, helping brands build strong online presence. I focus on data-driven marketing to drive engagement, leads, and growth. Ready to bring my traditional marketing knowledge and digital skills together to deliver real results for forward-thinking brands.

## WORK EXPERIENCE

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### Marketing Officer

#### SUNNYDAY SOLAR, Kozhikode

2024 - 2025

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and impact-focused work environment.
- Monitor brand consistency across marketing channels and materials.
- Achieved a 35% increase in overall engagement and a 25% growth in lead conversions within the first quarter of campaign implementation.

### Sales Team Lead

#### CRUX MOBILITY PVT. LTD, Kozhikode

2023 - 2024

- Lead and provide support for the sales team to reach the company's target
- Oversee market research to identify emerging trends, customer needs, and competitor strategies.
- Coordinate and execute marketing events that align with sales goals, resulting in a 25% boost in lead generation and brand visibility.

### Senior Relationship Officer

#### KVR Prestige Cars Pvt. Ltd, Kozhikode

2018 - 2023

- Achieved monthly sales targets by proactively generating and closing high-quality leads.
- Fostered lasting customer relationships through consistent follow-ups and exceptional service, driving repeat business.
- Leveraged CRM tools to manage over 500 leads, streamline the sales process, and increase lead conversion rates by 30%.
- Partnered with the marketing team to plan and execute local promotions and events, boosting showroom footfall and strengthening brand presence.

### Sales Executive

#### KTC Hyundai Pvt. Ltd, Kozhikode

2018 - 2023

- Delivered personalized vehicle consultations and closed sales, contributing to a 20% increase in monthly revenue for the dealership.
- Built and maintained a robust customer base through effective follow-ups, test drive coordination, and post-sale service support, enhancing customer satisfaction and loyalty.

## TRAINING & CERTIFICATION

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### Illinois Tech Certified in Performance Marketing

#### Entri Elevate

Dec 2024 - April 2024

- **Explored** advanced SEO techniques through in-depth keyword research, on-page optimization, and competitor benchmarking to elevate search engine rankings and organic visibility.
- **Discovered** impactful insights while managing Google Ads and SEM campaigns across multiple platforms, leading to smarter ad targeting, increased traffic quality, and improved conversion rates.
- **Experimented** with creative ad formats and audience targeting in Facebook and Instagram campaigns, resulting in higher engagement rates and a consistent stream of qualified leads.
- **Analyzed and Learned** from website performance data via Google Analytics, creating custom goals and using real-time insights to continuously refine and improve digital strategies.

## EDUCATION

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## SKILLS

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- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content Optimization
- Website Development
- Data-Driven Decision Making
- Critical thinking
- creativity and innovation

## PROJECTS

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### Portfolio website

<https://rohithsaketh.com/>

- designed and developed rohithsaketh.com to showcase my expertise in digital marketing, SEO, and social media strategy. I focused on creating a clean, user-friendly experience with optimized content and structure to boost visibility and engagement. Every element reflects my data-driven approach to branding and growth, making it easy for clients to see the value I bring.

### Social Media Marketing

- Managed the Instagram and Facebook profiles of [Rebel Nation](#), a men's branded surplus clothing store, to grow followers, boost reach, and enhance online engagement through strategic content creation, audience interaction, and data-driven campaign execution. Developed visual-first campaigns tailored to fashion-conscious audiences, leading to a significant increase in brand visibility. Leveraged analytics to optimize posting schedules and content types, resulting in consistent follower growth and improved engagement rates.
- Conceptualized, led, and managed the social media marketing project for [SunnyDay Solar](#), developing and executing strategic content plans across Instagram and Facebook to amplify brand visibility and drive lead generation. Designed and crafted engaging posts that showcased solar installations, customer testimonials, and sustainability benefits, which boosted audience engagement. Monitored, analyzed, and optimized performance metrics to refine content strategies, achieving consistent growth in reach and inbound inquiries.

## LANGUAGES KNOWN

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- English
- Malayalam

## EXTRA CURRICULAR ACTIVITIES

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- Drawing
- Photography