



Rohit Das

SEO SPECIALIST · Digital MARKETER · WEB DEVELOPER

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PROFESSIONAL SUMMARY

Results-driven SEO Specialist, Digital Marketer and Web Developer with 5+ years of experience across Real Estate, SaaS, Healthcare, Education, Hotels and Service industries. Skilled in Technical SEO, AI Marketing Systems, Programmatic SEO and Performance Marketing — with hands-on work on 100+ websites including landing pages, microsites and AI-powered SEO systems.

WORK EXPERIENCE

Sr. SEO Specialist

June 2025 – Present

Sage Software Solutions Pvt Ltd

- Managing ERP SaaS SEO strategies and enterprise-level technical SEO optimization
- Handling HRMS and SaaS platform SEO including AI SEO and content strategies
- Creating SEO-focused landing pages, site architecture and internal linking systems
- Overseeing multiple enterprise SEO projects and SaaS product growth strategies

SEO Specialist

Jan 2024 – May 2025

Homebazaar

- Led Programmatic SEO and microsite SEO systems across 50+ real estate microsites
- Managed technical SEO, content optimization and full SEO architecture
- Handled GTM, Google Search Console and website tracking infrastructure
- Delivered ROI-focused SEO strategies and lead-generation landing pages

SEO Executive & Digital Marketing Specialist

2022 – 2024

Smart 5 Solutions

- Managed SEO optimization, content writing and keyword strategy for multiple websites
- Executed local SEO and business growth strategies for diverse clients

SEO & Digital Marketing Executive

2021 – 2022

iSmartsLab

- Managed SEO, Google Ads, website design and social media marketing for clients
- Optimized websites for search visibility, lead generation and UI improvements

WEBSITE DESIGN PORTFOLIO

acriorealty.com	ommsaihealthcare.com
ximtpuri.org	dotcode.tech
buildwellinfratech.in	gitanjpharmaceutical.com
pmcricketacademy.com	digitizereach.in
kietjajpur.com	divinehealthscience.com

PERSONAL INFORMATION

Date of Birth	22 December 2000
Marital Status	Single / Unmarried
Nationality	Indian
Languages Known	English, Hindi, Marathi and Odia

DECLARATION

I hereby declare that all the information furnished above is true and correct to the best of my knowledge and belief. I understand that in the event of any information being found false or incorrect at any point of time, I shall be held liable for the consequences.

Place : Panvel, Maharashtra

Date :

Rohit Das

(Signature)

100+
Websites Delivered

5+
Years Experience

SEO & GROWTH MARKETING

Technical SEO SaaS SEO

Programmatic SEO On-Page SEO

Off-Page SEO Local SEO

AI SEO Schema Optimization

Core Web Vitals

PERFORMANCE MARKETING

Google Ads Meta Ads

Lead Generation

Funnel Optimization ROI Tracking

Conversion Optimization

WEB DEVELOPMENT

WordPress PHP HTML5

CSS3 JavaScript SQL

UI/UX Optimization

AI & AUTOMATION

AI Marketing Workflows

AI Content Optimization

SEO Automation

ChatGPT & AI Tools

AI Landing Pages

TOOLS & PLATFORMS

Ahrefs SEMrush

Google GSC Google GA4

GTM Screaming Frog

Canva Meta Ads Mgr

Google Ads WordPress

CAREER OBJECTIVE

To work with innovative companies and digital brands where I can contribute through SEO, AI-powered marketing systems, technical optimization and modern website experiences while building scalable digital growth strategies.