RAHUL GILHOTRA

DIGITAL MARKETING SPECIALIST

Growth Marketing | Paid Media | Analytics | CRO

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PROFESSIONAL SUMMARY

Digital marketing specialist with hands-on experience driving audience growth, lead generation, e-commerce and web experiences, paid media, social content, email marketing, and performance measurement. Grew a travel startup to 10K+ Instagram followers and 3,000+ customer inquiries within 12 months through multi-channel campaigns, creator partnerships, conversion-focused landing pages, and UTM tracking. Experienced with Google Ads, Meta Ads, GA4, Looker Studio, WordPress, Shopify, Klaviyo, Mailchimp, SEO, and A/B testing, with a data-driven approach to optimizing digital touchpoints, customer engagement, and conversion performance.

CORE SKILLS

Digital & DTC Marketing: Digital marketing strategy, DTC marketing, e-commerce marketing, full-funnel campaigns, customer engagement, conversion optimization

Paid, Social & Content: Google Ads, Meta Ads, paid performance media, organic social, short-form content, creator/influencer marketing, content calendars, campaign planning

CRM & Lifecycle: Email marketing, Klaviyo, Mailchimp, audience segmentation, customer communications, lead generation, campaign optimization

Web, SEO & CRO: Shopify, WordPress, Wix, landing page optimization, conversion-focused web design, on-page SEO, SEMrush, website performance

Analytics & Reporting: GA4, Looker Studio, UTM tracking, KPI reporting, campaign measurement, audience analysis, A/B testing, data-driven optimization

MARKETING & GROWTH EXPERIENCE

Founder & Growth Marketing Lead - Vacanday | Travel Startup **2022-2023**

- Grew Vacanday from launch to 10K+ Instagram followers and 3,000+ customer inquiries within 12 months through Reels, creator partnerships, organic campaigns, and conversion-focused landing pages.
- Increased content engagement by 2.3× through audience analysis, creative experimentation, short-form content, and campaign optimization.
- Built and launched the company's WordPress website, including landing pages and automated inquiry-routing workflows to support lead generation.
- Used UTM tracking to measure traffic and inquiry sources across social content, creator collaborations, and landing pages.

Freelance Web Designer & Digital Marketer **2020-2021**

- Designed and delivered 50+ WordPress, Shopify, and Wix websites for small businesses across India, the United States, and Australia.
- Improved website structure, on-page SEO, usability, and performance, including average Lighthouse score improvements of 22 points; developed conversion-focused layouts, messaging, and calls-to-action.

Event Marketing Lead - Indian Cultural Fest, St. Clair College **2024**

- Led a 17-person team across promotion, social media, partnerships, and campaign execution; helped attract 400+ weekday attendees, raise $7,000, and increase Instagram reach by 240%.

ADDITIONAL PROFESSIONAL EXPERIENCE

Safety Officer - NextStar **Jan 2026-Present**

- Support inspections, compliance documentation, employee communication, incident reporting, and process improvement in a fast-paced operational environment.

Department Manager - Walmart Canada **2024-2025**

- Led frontline team operations, merchandising, workflow coordination, and process improvements in a high-volume retail environment.

EDUCATION & PROFESSIONAL DEVELOPMENT

Post-Diploma Certificate, Digital Marketing - Bow Valley College **2024-2025**

Post-Graduate Certificate, Event Management - St. Clair College **2023-2024**

Professional Development: Google Ads Search - Google Skillshop (2024) • Google Analytics 4 - LinkedIn Learning (2024) • Hootsuite Platform Certification (2024)