



ROHIT KUMAR

CONTACT

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- Arwal, Bihar
- [Portfolio](#)
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EDUCATION

CMR UNIVERSITY

MCA
2021 - 2023

MAGADH UNIVERSITY

BCA
2017 - 2020

SKILLS

Digital Marketing
.NET
React. JS
Node. JS
JavaScript
Spring Boot

CERTIFICATIONS

SPRING Boot
Advance Data Structure

LANGUAGES

Hindi
English

ABOUT ME

Versatile technologist and Amazon Ads Consultant at Grassroots Solutions Private Limited with a strong foundation in full-stack software development and digital marketing. Holds an MCA degree with technical expertise in .NET, React.js, SQL, and Spring Boot backend development. Combines 2+ years of hands-on experience in SEO, Google Ads management, graphic design, and website maintenance from Info Era Software Services to deliver creative, ROI-focused digital growth solutions.

WORK EXPERIENCE

Grassroots Solution PVT. LTD., Bengaluru

2025-NOW

Amazon Ads Consultant

- Managing and optimizing Amazon Sponsored Ads campaigns (Products, Brands, and Display) to maximize ROI and sales volume.
- Executing data-backed bid optimizations and budget allocations to continuously improve ACOS, TACOS, and ROAS metrics.

INFO ERA SOFTWARE SERVICES PVT LTD., PATNA

2024-2025

Digital Marketing Executive

- Executing SEO strategies to improve website rankings and visibility.
- Maintaining and updating websites for optimal performance.
- Designing graphics and visuals for marketing campaigns.
- Managing Google Ads campaigns and social media platforms.

RAKTU CONSTRUCTION PVT. LTD., PATNA

JAN-2024

Software Developer(Freelance), One Months

- Developed a fully functional e-commerce website using WordPress.
- Designed and customized themes for a user-friendly shopping experience.
- Integrated payment gateways and optimized website performance.

COGNIVERSE LABS PVT. LTD., BANGALORE

2022-2023

Backend Development Intern (Spring Boot)

- Developed RESTful APIs using Spring Boot
- Collaborated on backend modules testing procedures
- Gained practical exposure to enterprise-level development projects