

Rohit kumar

Performance Marketer & Amazon Ads Consultant

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Summary

Data-driven Performance Marketer with over 2 years of experience driving revenue growth, visibility, and ROI across e-commerce and digital platforms. Strong hands-on expertise in the Amazon Advertising Console and marketplace algorithms. Proven ability to plan, execute, and optimize paid campaigns to improve TACOS, ACOS, and ROAS metrics. Combines strong analytical proficiency in Excel with a deep understanding of Amazon SEO, listing optimization, and cross-functional strategy.

KEY SKILLS & COMPETENCIES

Amazon Advertising

Sponsored Products, Sponsored Brands, Sponsored Display, Bid Optimization, Budget Allocation & Pacing.

Soft Skills

Cross-Functional Collaboration, Problem-Solving, Critical Thinking, Campaign Reporting.

Design & Creative Tools

Photoshop, CorelDRAW, Canva, Adobe Express.

Performance Optimization

ACOS, TACOS, ROAS, CTR & Conversion Rate Optimization, Keyword Harvesting, Search Term Analysis.

Tools & Technologies

Google Search Console, Google Keyword Planner, SEMRush, WordPress

Development & Cloud Tools

Github, Hostinger, Plesk, Amazon Web Services

Professional Experience

Amazon Ads Consultant, Grassroots Solutions Private Limited

08/2025 – Present
Bangalore

- Plan, execute, and optimize Amazon Sponsored Ads campaigns, including Sponsored Products, Sponsored Brands, and Sponsored Display, to maximize sales performance.
- Manage campaign structure, conduct in-depth keyword research, execute bid optimization, and control daily/weekly budget pacing.
- Analyze campaign performance and implement data-backed optimization strategies, successfully driving improvements in ACOS, ROAS, CTR, and conversion rates.
- Conduct continuous keyword harvesting, implement negative keywords, and perform search term analysis to minimize wasted ad spend.
- Prepare detailed performance reports on spend, sales, TACOS, and profitability using Excel (pivot tables, data analysis) and the Amazon Ads Console.
- Collaborate with sellers and cross-functional teams to monitor product listing performance and provide actionable insights for listing optimization and inventory planning.

Digital Marketing Executive, Info Era Software Services Pvt. Ltd

02/2024 – 08/2025

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- Developed and executed data-driven digital marketing strategies across multiple platforms to increase brand visibility and drive targeted traffic.
- Tracked campaign ROI and optimized performance metrics across various digital channels, including extensive Google Ads management.
- Monitored digital listing performance and collaborated on SEO optimizations to maximize organic reach and conversions.
- Managed campaign budgets, analyzing performance data to drive ROI-focused decisions and align marketing strategy with overall business goals.
- Created and managed engaging social media content, enhancing brand presence and customer engagement.

Education

Master of Computer Application, CMR University

11/2021 – 02/2024

Bangalore, Karnataka

Bachelor of Computer Application, Magadha University

06/2017 – 02/2020

Jehanabad, Bihar

Projects

Digital Marketing & SEO Projects, Info Era Software Services Pvt. Ltd.

07/2024 – 04/2025

- Managed and optimized SEO strategies to improve website ranking and visibility, resulting in a 30% increase in organic traffic over six months.
- Designed compelling brand graphics and managed Google Ads to drive targeted traffic, directly supporting scaling strategies.

e-Retail Website Development, e-Retail Private Limited

05/2024 – 07/2024

- Built an e-Retail website through WordPress from scratch, gaining deep functional knowledge of e-commerce architecture and product catalog management.
- Handled backend development tasks using ASP.NET to ensure robust data handling and site performance.

CERTIFICATIONS & ACHIEVEMENTS

- Digital Marketing Training Certificate of Achievement: April 2023 
- Advanced Algorithm of Achievement: April 2023 
- Spring Boot 3 & Hibernate: Udemy, February 2022 
- AI-Powered Shopping Aids 

Languages

- English
- Hindi