

# RITIK KUMAR GAUTAM

Digital Marketing Strategist | Software Developer | Content Creator

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## SUMMARY

I am a results-driven Digital Marketing Strategist and Software Developer with a successful track record. I founded GameGini.in and achieved Google AdSense approval while leveraging data-backed content strategies to grow a YouTube channel to over 15,000 subscribers. My expertise includes SEO, content strategy, and team leadership, combined with a passion for modern web technologies

## EXPERIENCE

### Founder & CEO

#### GameGini.in

📅 Currently ongoing

- A comprehensive digital platform focused on gaming content
- Spearheaded the development and launch of a comprehensive digital platform, integrating modern tools and custom web workflows
  - Achieved Google AdSense approval by implementing strategic content optimization and advanced SEO techniques
  - Designed and integrated interactive modules, significantly enhancing user engagement and session duration
  - Developed and executed scalable SEO strategies that consistently drove organic traffic growth to the platform

### Team Leader | Paytm QR Code Campaign

#### Paytm

📅 02/2022 - 8/2022

- A leading digital payment and financial services company
- Managed and mentored a high-performing team of 10 recruitment specialists for a large-scale QR code adoption campaign
  - Integrated WhatsApp API to streamline candidate communication, resulting in higher conversion rates and improved efficiency
  - Designed and implemented scalable, trackable recruitment processes and robust reporting mechanisms
  - Consistently exceeded campaign targets through structured operational procedures and effective team coaching

## EDUCATION

### BCA

#### Amity University Online

📅 2025 - 2027

### 12TH - PCM

#### CBSE Boards

📅 2020 - 2021

## STRENGTHS



### Digital Marketing

Expertise in digital marketing including SEO, SEM, and social media



### Software Development

Proficiency in web development using Wordpress Blogger, and consitently learning new tools



### Leadership

Strong leadership skills, focusing on team management, project leadership, and strategic planning

## KEY ACHIEVEMENTS



### Entrepreneurial Success and YouTube Growth

Achieved Google AdSense approval for GameGini.in and scaled a YouTube channel to over 15,000 subscribers, showcasing my expertise in digital strategy and content optimization

## SKILLS

Google Ads    Google Analytics

Interactive Media Design    Python

SEO    SMM    WordPress

YouTube    Meta Ads

Content Creation