

Pallapu Raju

Contact: +91 7981831519 | **E-mail:** rajumail1589@gmail.com

Nationality: Indian | **Current Location:** Hyderabad

Role: Social Media Manager

CAREER SUMMARY:

To be a part of esteemed organization and be responsible in its successful functioning. While Working as a part of the team that excels in handling all the types of corporate challenges efficiently thereby ensuring impeccable results for the organization while improving myself.

Core Skills

- | | |
|------------------------------|-------------------------|
| ➤ Social Media Marketing | ➤ WordPress |
| ➤ Search Engine Optimization | ➤ google search console |
| ➤ Google Ads | ➤ Google My Business |
| ➤ Google Analytics | ➤ Content Writing |
| ➤ Affiliate Marketing | ➤ Photoshop |
| ➤ Google Tag Manager | ➤ Canva |

PROFESSIONAL EXPERIENCE

Role: Social Media Manager & SEO

Vignan Schools - (Oct 2022 - Present)

Job Responsibilities:

- Spearheading comprehensive social media strategies across platforms for all seven branches, enhancing brand presence, and driving engagement.
- Executing organic and paid advertising campaigns to amplify reach and achieve strategic objectives.
- Managing Google My Business profiles for all branches, ensuring accurate and up-to-date information for prospective parents.
- Implementing SEO best practices to optimize website performance and improve search engine rankings, resulting in increased organic traffic and online visibility.
- Conducting keyword research to inform content strategy and enhance the effectiveness of Google Ads campaigns.
- Crafting compelling and relevant content for various platforms, including website, social media, and advertisements.
- Utilizing design tools like Photoshop and Canva to create visually appealing graphics for social media posts.

Role: Social Media Executive & SEO

Propy India - (Sep 2020-Oct 2022)

Job Responsibilities:

- Responsible for creating Brand Identity & building Brand Saliency amongst core target audience on social media platforms
- Identifying core target audience on social media platforms with various marketing offers
Developed entire website for the organization
- Promoting the website on social media platforms like Facebook, Instagram and YouTube
- Increased 2X followers, page likes and user engagement Creating Brand Awareness Campaigns on Social Media Platforms
- Promoting venture videos on Organization's YouTube channel with appropriate keywords and best SEO practices
- Developed and managed the entire website for the organization using WordPress.

Social Media Skills:

- Posted Social Media Content on appropriate social channels like Facebook, Instagram and YouTube etc.
- Maintained online reputation of the company.
- Identified the target audience, objectives, and desired outcomes of a marketing campaign
- Analysing competitors advertising strategies and conducting competitors research at times and identifying the gap then taking opportunity over it.
- Experience in creating Branding, Brand Awareness, Campaign Management, Campaign Tracking. Community Management, Community Building, Content Management, on the top social media platforms.

SEO Skills:

SEO On page optimization, Off-page optimization, Link Building, Keyword Research, Moz, Uber-Suggest, Indexing Google Trends, Meta Title, Meta Description, Keyword Generation, Keyword Reports, Keyword Ranking, SEO Audits, SEO Tools, Website Optimization, Algorithm's update.

- Researching the best keywords using various tools, with less competition and high search volume for high Ranking of websites.
- Working on Search engine optimisation with sound knowledge of on page and off page optimisation.
- Focusing on Title Tag, Meta Description, Meta Keywords, Alt tag, Image optimization, URL rewriting. Content optimization, Navigation Structure, Internal Linking, Google XML Sitemap Creation, Robots.txt file, Google Search Console and GTM etc for better On-page SEO.
- SEO audit, analysing website, pages, social media profile and blog for on and off page optimisation.
- Handling off page SEO activities like Backlink Creations, Directories Submissions, Social Bookmark Submissions, Profile Creation, Local Listing etc.

Role: Social Media Marketer & SEO & Web Designing
(Freelancer) (Dec 2019-Aug 2020)

- **Project Name: Revoinfra**
- **Project Name: HardCorp Gym**

Education

- Bachelors in Computer Science from Acharya Nagarjuna University

Strengths:

- Can work under pressure
- Positive and healthy attitude
- Proactive
- Friendly Nature

PROFILE

FATHER'S NAME	: P. VENKATESWARLU
DATE OF BIRTH	: 22/12/1996
GENDER	: MALE
LANGUAGES KNOWN	: ENGLISIL, TELUGU, HINDI
NATIONALITY	: INDIAN
MARITAL STATUS	: MARRIED
PERMANENT ADDRESS	: CHIMARURTHY, ONGOLE

DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge.

Place:

Date:

Signature