

# RAJU PALLAPU

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**Role:** Social Media Manager

**Current Location:** Hyderabad

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## PROFESSIONAL SUMMARY

Dynamic Social Media Manager with 4+ years of proven expertise in driving brand visibility, lead generation, and digital growth for educational institutions. Skilled in managing multi-platform social media ecosystems, executing high-ROI Meta ad campaigns, and leveraging SEO strategies to enhance online presence and organic traffic.

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## CORE SKILLS

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|------------------------------|-------------------------|
| ▶ 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                 |
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## PROFESSIONAL EXPERIENCE

**Role:** Social Media Manager

Vignan Schools Hyderabad- (Oct 2022 - Present)

### Key Responsibilities:

- Develop and manage social media strategies across 8 branches to enhance brand awareness and engagement on Facebook, Instagram, LinkedIn, and YouTube.
- Plan, design, and schedule social media content using Canva, Photoshop, and Meta Business Suite.
- Execute organic and paid campaigns to drive reach, leads, and conversions.
- Conduct keyword research, competitor analysis, and audience segmentation to improve ad performance and targeting.
- Manage and optimize Google My Business listings for all branches to improve local visibility and search rankings.

- Coordinate with the marketing team to align content, social, and paid media strategies for maximum ROI.
- Handle daily posting, content sharing, and parent communication through the school's internal app.
- Manage **two YouTube channels** and ensure consistent uploads, metadata optimization, and audience growth.
- Launch and maintain the **official LinkedIn page**, expanding professional visibility for the institution.

#### **Key Achievements:**

- Successfully managed social media presence for **8 branches** and maintained consistent posting schedules and engagement growth.
- **Monetized YouTube channels** and achieved regular revenue generation through optimized content strategy.
- Enabled **Meta page monetization** for select branches by increasing followers, engagement rate, and content quality.
- Grew total social media followers and engagement significantly over the last **3+ years**, strengthening the school's online reputation.
- Designed and implemented **new creative templates and ad strategies**, improving overall brand appeal and performance.
- Ensured timely and effective communication with parents through digital platforms and social media updates.

#### **Role: Freelancer** (*Jan 2022 – Oct 2022*)

- **Project Name: SriImmigrationandVisas**
- **Project Name: HardCorp Gym**
- **Project Name: PropyIndia**
- **Project Name: Webplant**
- **Project Name: RevonInfra**
- **Project Name: ImmenseDiabetesClinic**

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## **EDUCATION**

- **Bachelor of Computer Science** at *Sri Harshini Degree & PG College (Ongole) - 2019*  
*Affiliated to Acharya Nagarjuna University*
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## STRENGTHS

- Proactive and positive under pressure.
  - Strong leadership and team coordination skills.
  - Adaptable, results-driven, and creative.
  - Skilled in managing multiple social media accounts.
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## PERSONAL PROFILE

**Father's Name:** P. Venkateswarlu  
**Date of Birth:** 22/12/1996  
**Gender:** Male  
**Languages Known:** English, Telugu, Hindi  
**Nationality:** Indian  
**Marital Status:** Married  
**Permanent Address:** Chimakurthy, Ongole

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## DECLARATION

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

**Place:** Hyderabad

**Date:**

**Signature**