

Contact

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Top Skills

Google Search Console
Google Reviews
Social Media Management

Languages

English (Elementary)
Bhojpuri
Punjabi (Elementary)
Hindi (Professional Working)

Certifications

Content Writing Workshop
Digital Marketing Strategy
Oxford homestudy
SEO: Search Engine Everywhere Optimisation
Meta ads

Raju Maurya

BBA Final Year Student | Building Skills in SEO, Project & Event Management | Marketing & Operations Intern | Aspiring Entrepreneur & Strategic Business Developer | Content Creator & Page Manager - UnlockGrowthMedia |

Gorakhpur, Uttar Pradesh, India

Summary

"Not in a day, but one day, I'll make myself bigger and better." ❤️#

As a passionate and goal-oriented BBA graduate from Sanskriti University, specializing in Operations Management, Business Administration, and Digital Marketing, I combine academic knowledge with hands-on experience to drive organizational efficiency, strategic marketing, and innovative content initiatives.

Having built a strong foundation through certifications in Project Management (PMI), MS Excel (Coursera), Event Management (OHSC), and Digital Tools (Simplilearn), I am equipped with practical frameworks to plan, coordinate, and execute business and marketing activities with precision.

Professional Journey

Content Creator & Page Manager – UnlockGrowthMedia

- Delivered resume writing and content writing services focused on clarity, structure, and readability.
- Conducted basic website audits to identify content, SEO, and usability improvement areas.
- Managed content uploads and assisted with improving overall online visibility.

Content Research Team Lead & Digital Marketing Intern – UnlockDiscounts

- Led and trained a team to research trending content and optimize it for digital platforms.
- Ensured quality and consistency across content, wrote SEO-optimized blogs, and managed affiliate marketing creatives.

- Assisted in lead generation using AI tools like ChatGPT and Google extensions.

Sales & Marketing Intern – CTPL.io

- Cold Calls, Course Counselling, Documentation, Event Management, Campus Visit.

Admission Cell Intern – Sanskriti University

- Streamlined communications, managed student data, and coordinated admission drives efficiently.

Core Strengths

- Digital Marketing & SEO
- Content Research & Team Leadership
- Sales & Marketing
- Operations Management
- Team Coordination & Communication

Currently seeking: Opportunities in Operations and Digital Marketing, especially in innovative companies that value growth, efficiency, and creativity. Open to collaborative projects, internships, or entry-level roles that make an impact.

Let's connect and create meaningful growth together!

Experience

Marcom

Digital Marketing Executive

January 2026 - Present (2 months)

Mathura

- SEO content writing and optimization
- Social bookmarking and backlink building
- Monthly SEO performance reporting
- Website research and competitor analysis
- Technical and on-page SEO audits
- Meta tags and keyword optimization
- Google Analytics traffic analysis
- Organic search growth strategies

- Website performance improvement
- Search engine ranking optimization

UnlockGrowthMedia

Content Creator & Page Manager

September 2025 - Present (6 months)

Gorakhpur, Uttar Pradesh, India

- Delivered resume writing and content writing services focused on clarity, structure, and readability.
- Conducted basic website audits to identify content, SEO, and usability improvement areas.
- Managed content uploads and assisted with improving overall online visibility.

Sanskriti University

1 year 9 months

Member Of Student Council

October 2024 - December 2025 (1 year 3 months)

Mathura, Uttar Pradesh, India

Marketing secretary...

Member Of Entrepreneurial Club

September 2024 - December 2025 (1 year 4 months)

Mathura, Uttar Pradesh, India

Administrative Intern

April 2024 - August 2024 (5 months)

Mathura, Uttar Pradesh, India

- Handled student and parent inquiries related to admissions, supporting lead nurturing and conversion.
- Assisted in sales operations by coordinating follow-ups, documentation, and admission processes.
- Supported admission-related events and enrollment activities to improve conversion efficiency.
- Ensured smooth execution of the end-to-end admission cycle with operational accuracy.
- Strengthened communication, customer handling, and relationship management skills.
- Gained exposure to academic administration, CRM coordination, and institutional operations.

UnlockDiscounts

6 months

Content Researcher Team Lead

September 2025 - September 2025 (1 month)

Bengaluru, Karnataka, India

- Conduct content research and identify new & trending topics
- Assign tasks to new content researchers
- Review and evaluate content quality and performance
- Ensure quality assurance standards are followed
- Conduct training sessions for team skill development

Digital Marketing Intern

April 2025 - September 2025 (6 months)

Bengaluru, Karnataka, India

- Writing and publishing website blogs
- Conducting product analysis and market research
- Performing content research for digital platforms
- Creating engaging captions for videos
- Practicing on-page and off-page SEO techniques
- Supporting brand acceleration and digital branding initiatives
- Designing creative posters for marketing campaigns
- Gaining hands-on experience in real-world marketing
- Developing content writing, communication, and creative thinking skills
- Focusing on professional growth and strategic learning
- Assisting the video editing team by identifying valuable timestamps for motivational videos, speeches, podcasts, and similar content

CTPL - Crenovation Technologies Pvt. Ltd.

Sales Operations and Marketing Intern

June 2025 - August 2025 (3 months)

Gurugram, Haryana, India

Sales & Marketing Intern | Crenovation Technology Pvt. Ltd. (CTPL)

In my role as a Sales & Marketing Intern at CTPL, I actively contribute to the company's growth in the education technology sector through a mix of sales, branding, and operational tasks. My responsibilities include:

- CRM Cold calling & Course Selling
- Brand Promotion & Awareness
- Documentation & Reporting

- Student Onboarding Process
- Sales Strategy

This internship is helping me strengthen my skills in sales, CRM tools, branding, client relationship management, reporting, and operational coordination, while providing valuable hands-on experience in the education and technology domain.

JOBS COMPUTER INSTITUTE

Student Tutor

April 2023 - July 2023 (4 months)

Gorakhpur and maharajganj

- Taught computer fundamentals and supervised practical sessions to enhance hands-on learning.
- Prepared study materials tailored to student needs and curriculum requirements.
- Evaluated student performance through regular assessments and feedback.
- Provided personalized support to help students improve their technical and computer skills.
- Ensured a disciplined classroom environment conducive to effective learning.
- Maintained accurate attendance records and promoted consistent student participation.

Education

Sanskriti University

Bachelor of Business Administration - BBA, Business Administration, Management and Operations · (August 2023 - October 2026)

Project Management Institute

Project management Studies , Project Management · (January 2024 - February 2024)

Coursera

Introduction of Microsoft Excel , Microsoft Excel · (January 2024 - January 2024)

GSSS Barsar Hamirpur H.P.

Intermediate , Education · (April 2021 - March 2022)

GSSS Barsar Hamirpur H.P.

Highschool , Education · (April 2019 - March 2020)