

VAYAM RAWAL

DIGITAL MARKETER

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SUMMARY

Results-driven Social Media Specialist skilled in content creation, campaign design, and audience analytics across major platforms. Proven marketing expertise and event management experience. National-level swimmer with over two years of coaching and facility management expertise,

EXPERIENCE

Digital Marketing Intern (SCANIMART) remote

Feb 2025 - Present

- Managed all social media accounts to ensure consistent brand presence.
- Conducted data mining and analytics to support marketing decisions.
- Optimized website performance for better user experience and search visibility.
- Designed creative posts and handled content marketing across platforms.
- Executed social media marketing strategies to increase brand awareness.

Social Media Executive Krayr Media, Udaipur

Dec 2024 - Jan 2025

- Created engaging Instagram stories to enhance interaction.
- Handled Google listings for various clients to improve search visibility.
- Scheduled and published content on Facebook and Instagram using strategic planning tools.
- Designed professional content using Canva.

Social Media Handler To-Let Globe (Remote)

Jan 2025 - March 2025

- Managed content and engagement for Facebook, Instagram, and LinkedIn.
- Planned and executed targeted campaigns for audience engagement.
- Analyzed social media metrics to optimize future campaigns.
- Developed and implemented creative, audience-specific marketing strategies.

PROJECTS

- Managed a food blogging Instagram account, focusing on increasing engagement and reach.
- Analyzed Instagram and Facebook algorithms to enhance content performance.
- Developed content strategies to boost impressions and engagement for posts and stories.
- Collaborated with fellow food bloggers to expand audience reach and community.
- Partnered with brands to promote products effectively through influencer marketing.

FOREIGN PROJECTS

- Designed promotional posters and social media creatives for Canadian clients using Canva Pro
- Managed and executed social media marketing strategies tailored to international audiences.
- Contributed to digital branding and content planning for Canadian businesses to enhance online presence and engagement.

SKILLS

- Social Media Marketing
 - Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
 - Web Analytics
- Email Marketing
 - Influencer Marketing
- Data Mining
 - Canva Pro
 - Microsoft Excel & PowerPoint

EDUCATION

High School	10th Grade: 72%	Bachelor in Business Administration (BBA)
Alok Sr. Sec. School, Udaipur	12th Grade: 87%	Mohanlal Sukhadia University, Udaipur
		2022 – Pursuing