



RADHA KAMESWARI JAYANTHI

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Date of Birth: 09-October-1996 | **Nationality:** Indian | **Gender:** Female

FUNCTIONAL SKILLS

- Social Media Marketing
- Brand Marketing
- Influencer Marketing
- Digital Marketing
- Campaign Management
- Budgeting & Costing
- Content Creation
- Basic Video Editing
- Live Streaming
- Audience Segmentation
- Trend Analysis
- Analytics and Reporting
- Content Strategy Development
- Multimedia Production
- SEO & SEM Knowledge
- Team Management
- Performance Marketing
- Collaboration
- Digital Content Creator

EDUCATION

Bachelor of Technology in Electronics & Communication

Engineering from Aditya Institute
of Technology and Management,
Tekkali, India (2018)

CERTIFICATION

- Meta Certified Digital Marketing Associate (2023)
- SEO Certification (2023)
- SMM Certification (2023)
- Born on Instagram (2021)
- Full Stack Java Developer (2019)

AWARDS

- RockStar of Vizag in Shanmuka Priya Event (2022)
- Roposo Platinum Creator for crossing 15 million views on Roposo (2021)
- DIA Digital Influencer (2020)
- Expressive Actor – TikTok from NowMax Infotainment

SUMMARY

- Demonstrated expertise over 3 years in digital marketing, social media marketing and digital content creation, ensuring a unique blend of technical and creative skills for holistic campaign management and strategy development.
- Proven track record in growing digital audiences, achieving over 2 million followers on Josh and 400K on Instagram, along with successful brand partnerships and campaign leadership.
- Certified in Digital Marketing (Meta Certified Digital Marketing Associate), SEO, SEM & Social Media Marketing, coupled with Full Stack Java Developer certification
- Effective communicator with bilingual proficiency in English and Telugu, enhancing the ability to connect with diverse audiences and clients.
- Connecting with influencers who have build a large and engaged following on social media execute projects across a diverse range of channels.

ACHIEVEMENTS

- Achieved a milestone of 1 million followers on prominent platforms including Josh, Tiktok, Moj, and Roposo
- Exclusively represented as the sole South Josh content creator for the prominent RealHai campaign
- Recognized and selected as a premier southern content creator for India's inaugural Galaxy Creators Lounge, celebrating Samsung's Galaxy S21 launch
- Appointed as the Brand Ambassador for Demoza Stores with outlets across various regions in India.

PROFESSIONAL HISTORY

Designation	Organization	Duration
Influencer Marketing & Josh Digital Content Creator	Brodeway, Zirakpur	Nov 2021 – Present
Influencer	Instagram	July 2017 – Present
Youtube Digital Content Creator	Tamada Media, Hyderabad	July 2022 – Dec 2022
Glance Digital, Bangalore	Roposo Digital Content Creator	Apr 2021 – Sept 2021
Moj Digital Content Creator	Mohalla Tech, Bangalore	Sept 2020 – Feb 2021
Sharechat Digital Content Creator	Mohalla Tech, Bangalore	May 2020 – Nov 2021
Streamkar	Live Streaming	Sept 2020 – Apr 2021
Streaming	Bigo Live	May 2020 – Aug 2020
Software Trainee	Genzeon, Hyderabad	Apr 2019 – June 2020

KEY DELIVERABLES

As Digital Marketing & Influencer

- Develop and execute digital marketing strategies on various social media platforms
- Lead brand campaigns & partner with various clients simultaneously
- Oversee social media channels to engage & reach the desired audience
- Engage with the target audience at various networking events to enhance client branding
- Successfully grow Instagram following to over 400K and reached 5 million users through content
- Develop distinctive content and promote brands through paid collaborations and barter arrangements
- Partner with agencies for joint ventures on both Facebook and Instagram platforms