



YASH RAJ

Results-driven and adaptable freelancer with 5 years of experience in digital marketing. Proficient in social media management, SEO optimization, and content marketing strategies. Dedicated to delivering measurable results and driving online growth for clients. Seeking freelance opportunities to leverage skills and expertise in maximizing digital presence and enhancing brand visibility.

EDUCATION

- Bachelor Of Technology
Bihar Engineering University

CONTACT

luyyansh51@gmail.com
+91 6207455100
Patna, Bihar, India

TOP SKILLS

- Social Media Management
- Search Engine Optimization (SEO)
- Content Marketing
- Google Analytics
- Email Marketing
- Copywriting
- Excellent Communication Skills

LANGUAGE

- English
- Hindi

PROFESSIONAL EXPERIENCE

● Freelance Digital Marketer

Key responsibilities:

- Developed and executed comprehensive digital marketing campaigns for diverse clients, focusing on social media management, SEO optimization, and content creation
- Increased client website traffic by 30% through effective SEO strategies and keyword targeting
- Managed and optimized social media accounts, resulting in a 25% increase in engagement and follower growth

● Business Development Executive, Exaltica

Key responsibilities:

- Conducted market research to identify industry trends and competitive landscape.
- Managed client relationships, addressing inquiries and providing solutions to meet their needs.
- Collaborated with cross-functional teams to align business objectives and deliver integrated solutions to clients.

● Sales & Marketing Executive, Deodap

Key responsibilities:

- Assisted in the development of sales strategies and tactics to achieve business goals.
- Supported sales team with administrative tasks, including scheduling appointments and preparing sales materials.
- Maintained CRM database and tracked sales activities to ensure accurate reporting.
- Assisted in the creation of sales presentations and proposals for client meetings.