



Akash Rao

Social Media Strategist and Content Writer

Energetic and results-driven AI enthusiast with a background in social media marketing, strategy and content creation. Proven experience in developing and executing campaigns across diverse platforms. A motivated self-starter with a robust work ethic, eager to thrive and advance in the dynamic realm of digital marketing.

CONTACT



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[Portfolio](#)



1785, Gajanan Society,
Jabalpur(M.P.), India.

HARD SKILLS

- Social Media Marketing
- PPC
- Copywriting
- SEO Optimization
- Content Strategy
- Analytics
- Canva

SOFT SKILLS

- A good work ethic
- Team working
- Adaptability
- Project Management
- Communication skills

EDUCATION

**Bachelor of Engineering ,
Mechanical Engineering**

*Rajiv Gandhi Technical
University, Madhya Pradesh*

EXPERIENCES

Social Media Strategist | Freelancer

Duration: April 2023 - Present

- Led optimization of social media presence across three diverse projects
- Strategically incorporated AI-generated creatives to boost engagement and brand visibility
- Achieved notable increases in online metrics, reinforcing brand presence and positive audience reception

SEO Content Writer | Freelancer

Duration: Jan 2023 - Present

- Led 14 projects as an SEO Content Writer, crafting content to boost online visibility and improve search engine rankings.
- Implemented a strategic approach to SEO with effective keyword integration and consistently delivering measurable results.
- Exceeded client expectations by creating engaging, audience-tailored content, showcasing a keen understanding of SEO principles and contributing significantly to diverse client campaigns.

CERTIFICATIONS

- **Google Analytics Certification**
August 2023 (Credential ID - 171165424)
- **ChatGPT For Everyone**
July 2023 (GUVI Geek Networks)
- **Digital Marketing, Relevel by Unacademy**
June 2022 - January 2023

LANGUAGES

- English - Expert
- Indian Sign Language - Native
- Hindi - Native