



RAJ GANESH

Digital Marketing Specialist

Web Development

Artificial Intelligence

As a seasoned marketing specialist, I possess over four years of experience in digital marketing and content-creation. My expertise in digital media has enabled me to effectively drive digital growth for various organizations. Throughout my career, I have demonstrated proficiency in managing social media accounts and implementing successful marketing campaigns that boost brand awareness and engagement and achieve better ROI.

Skills

DIGITAL MARKETING *Campaign Planning | Target Audience | Lead Generation*

- Develop and execute digital marketing strategies to drive brand awareness, customer acquisition, and engagement.
- Manage and optimize digital advertising campaigns across various platforms (e.g., Google Ads, Facebook Ads, LinkedIn Ads) to maximize ROI.
- Manage social media presence and engage with the audience across platforms to build brand loyalty and increase customer engagement.
- Collaborate with cross-functional teams, such as design, development, and content, to ensure consistent brand messaging and optimal user experience.
- Measure and report on the performance of digital marketing campaigns, providing insights and recommendations for continuous improvement.
- Creating relative contents for digital and print media including photography & videography.

WEB DEVELOPMENT *Full Stack Development*

- Develop and maintain responsive web applications and websites with a strong focus on both front-end and back-end development.
- Implement server-side logic and application functionality using programming languages like Python, JavaScript (Node.js), or PHP.
- Integrate third-party APIs and services (e.g., payment gateways, social media APIs)
- Design user interfaces and implement interactive features using HTML, CSS, and JavaScript frameworks (e.g., React, Angular, Vue.js) to ensure an engaging and intuitive user experience.
- Ensure cross-browser compatibility and perform thorough testing to identify and fix bugs, improve performance, and enhance overall website usability.

Artificial Intelligence *Generative AI | Langchain | Chatbot*

- Training AI Models on website to answer customer questions and applying model reports to suggest the best results.
- Creating custom models to alert the user input and train itself with the received data.
- Integrate ChatGPT or other Large Language model to derive a descriptive report on collected data and improve our model functionality.
- Training AI Models on website to answer customer questions and applying model reports to suggest the best results.
- Using AI tools like Midjourney and Murph AI for content creation.
- Creating support channel to maximize the conversion from leads to sales.
- Using web scrapper to pullout related information of current trends.
- Below model is built and self hosted by me and can answer generative questions from this resume. Navigate to the domain and interact like ChatGPT.

Softwares



Photoshop, Illustrator
Premiere pro, After Effects



Meta (Facebook)



Web Development Tools



Hubspot



SEO / GMB



Office 365 Admin

- Extending usage of flutter flow and other development tools.
- SEO tools including SEMRUSH & Google Analytics.

Experience



Web Developer

Dataprint - USA (Remote)

December 2022 - May 2022



Digital Marketing Specialist / Web Developer

Scuderia Motor Design LLC

August 2021 - December 2022



Digital Marketing Specialist / Web Developer

Onetime24 Contracting LLC

Febraury 2019 - June 2021



Lead Generation Specialist

Behindwoods

Septmeber 2017 - September 2018



Education



Bachelor of Science - Computer Science

SLCS (Madurai , Tamil Nadu)

June 2014 - April 2017



Certifications

WEB DEVELOPEMENT
ELYSIUM TECH

NETWORK PROFESSIONAL
COMPTIA N+

Mobile App Deveopment
ELYSIUM TECH

Personal Information

Currently on **Visit Visa** expiring June 27,2023 , resident in UAE since December 2018

Date of Birth : 11 October 1996

Nationality : India

Address : Nadd Al Hamar, Dubai



971 54 593 9509

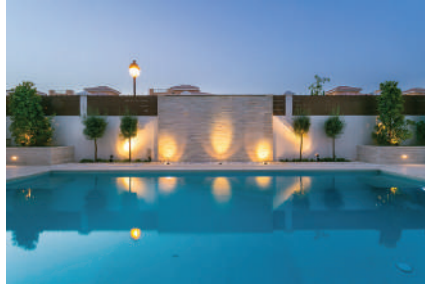


rajganesh.hari@gmail.com

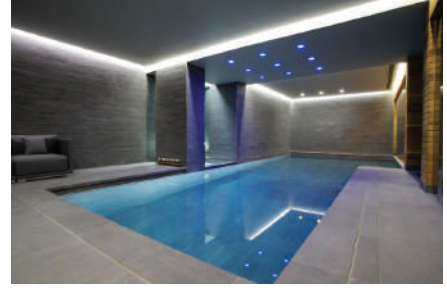
PORTFOLIO & LINKS



Setting up studio for Behindwoods Award
(Pre Shoot)



Outdoor Swimming pool & Landscape Shoot



Indoor Swimming Pool Shoot



Work in progress shoot for Ontime24



Mock shoot for Ontime24

Link for more photos
Instagram / Website

@ontimeae

@ontime24pools

@scuderia_motor_design

www.ontime24.ae

Interior & Exterior Photography for cars.



WEBSITES DEVELOPED www.ontime24.ae | www.dataprint-usa.com | zio.tech | scuderiamotordesign.com



Scuderia Motor Design in Youtube

<https://www.youtube.com/channel/UCjYyaB6MNx6EFU663mVrswW>

Youtube Link for **Videography** & Shorts.



Outdoor LED Board Installation & Content
Managemnet for Scuderia Showroom



Brochure Designs