



RAVI RAI

DIGITAL MARKETING



Click to see portfolio

CONTACT

- +91-7985516172
- rr299269@gmail.com
- Noida, UP

EDUCATION

- 2023
MGKVP UNIVERSITY, VNS
 - Bachelor of Arts (B.A)
- 2019
UDAI PRATAP INTER COOLLEGE
 - Intermediate
- 2017
UDAI PRATAP INTER COOLLEGE
 - High School

SKILLS

- Social Media Marketing
- Wordpress Development
- SEO
- Facebook & Instagram Ads
- Content Strategy
- Google Analytics
- Keyword Research
- Website Maintensnce

LANGUAGES

- Hindi
- English

PROFILE

My expertise lies in various aspects of digital marketing including social media management, search engine optimization (SEO), content creation and e-mail marketing. I specialize in analysing market trends, consumer behavior and competitor activities to develop targeted and effective marketing initiatives.

WORK EXPERIENCE

- Abhinandan Homes Industries Pvt. Ltd.** MAY-2024 TO NOV-2024
 - Social Media Marketing Specialist
 - WordPress Website Developer
 - Search Engine Optimization (SEO)
 - Analyzed social media metrics to assess campaign performance and optimized strategies to achieve better results.
 - Designed, developed, and maintained responsive WordPress websites for small to mid-sized businesses, ensuring mobile-friendly and SEO-optimized designs.
 - Customized WordPress themes and plugins to address specific client requirements, enhancing functionality and user experience.
 - Conducted in-depth keyword research to identify high-performing search terms, boosting organic search visibility by 40%.
 - Monitored website traffic using Google Analytics, generating detailed SEO performance reports to track growth and improvement.
- Digihives Agency, Varanasi** FEB 2024 TO APR 2024
 - Social Media Marketing Specialist
 - Developed and executed targeted social media campaigns across platforms such as Facebook, Instagram, LinkedIn, and Twitter, driving increased brand awareness and follower growth.
 - Managed paid advertising campaigns (Facebook Ads and Instagram Ads) to generate qualified leads and improve engagement by 30%.
 - Designed and implemented customized social media content strategies for each platform, resulting in a 20% increase in engagement rates.
 - Ensured brand consistency across all marketing channels to maintain a cohesive and professional online presence.

CERTIFICATE

- Fundamentals of Digital Marketing
- SEO By HubSpot Academy
- ADCA (Advanced Diploma in Computer Applications)
- CCC (Course on Computer Concepts)

ACHIEVEMENTS

- Boosted social media engagement by 35% through the implementation of data-driven content strategies.
- Achieved a 60% growth in organic search traffic by executing strategic SEO techniques, including keyword optimization and content planning.
- Designed, developed, and launched WordPress websites, ensuring mobile responsiveness and SEO optimization for improved user experience and search visibility.