

Aluri Rahul



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Bangalore, India.

Summary

Proactive and performance oriented Digital Marketing Executive with overall 5+ years of experience in developing and executing digital marketing strategies. Proficient in a wide range of digital marketing tools and techniques, including Social Media Marketing (SMM), Content Marketing, Email Marketing, Analytics, Digital Advertising, Copywriting, Graphic Design, Video Editing, Social Media Management, Website Optimization, Marketing Automation, Branding, and Influencer Marketing.

Professional Experience

Digital Marketing Executive

DataINFA|DFactory, Bangalore.

July 2023 – Present.

- Managed all social media platforms, with a focus on LinkedIn, to increase connections and followers, enhancing brand visibility and engagement.
- Conducted website optimization to improve user experience, search engine rankings, and lead generation.
- Led branding efforts through consistent messaging, visual identity, and brand communication strategies.
- Created blog posts, articles, and other content to establish thought leadership and drive website traffic.
- Produced and edited videos for marketing campaigns, ensuring compelling visual content.
- Designed posters and other promotional materials, maintaining brand consistency and visual appeal.
- Oversaw expo marketing and branding activities to promote the company's products/services and enhance brand awareness.
- Created ads and promotional content to drive customer engagement and generate leads.

Human Resource Executive

VHR Solutions pvt ltd, Bangalore.

August 2022 – June 2023.

- Executed social media marketing strategies to increase brand awareness and engagement.
- Analyzed campaign performance data using Google Analytics and other tools to identify trends, optimize strategies, and drive continuous improvement.

- Assisted in scheduling appointments and coordinating meetings as needed.
- Managed social media platforms, including content creation, scheduling, and engagement to enhance brand presence and drive audience engagement.
- Designed posters for various marketing campaigns, ensuring visually appealing and effective communication of key messages.
- Oversaw media management activities, including content creation, distribution, and monitoring across different channels.
- Maintained company website, ensuring content accuracy, relevance, and optimal user experience.
- Implemented employee engagement initiatives to foster a positive work culture and enhance team morale.
- Handled back-office operations, including administrative tasks, data management, and document processing.
- Executed email marketing campaigns, from content creation to performance tracking and analysis.
- Created compelling copy for various marketing materials, including ads, emails, and website content, to attract and engage target audiences.

Audio Engineer and Media Executive

The Fathers House, Vijayawada.

September 2018 – June 2022.

- Served as a Full-Time Musician, performing as an Electric Guitarist and Drummer for various gigs and events.
- Worked as a Live Sound Engineer for live events and recording sessions, ensuring optimal sound quality and production.
- Contributed to video editing for promos and ads, ensuring high-quality content delivery.
- Designed posters for mega-size banners, maintaining brand consistency and visual appeal.
- Functioned as the Director's Personal Assistant, managing administrative tasks and providing support as required.
- Assisted in scheduling appointments and coordinating meetings to optimize time management and productivity.

Education

Master of Business Administration in Business Analytics

American Heritage University,

Bachelor of Business Administration

Krishna university, Andhra Loyola College,

Higher Secondary Education

Sri Sarada Sunflower junior college.

Skills

- Social Media Marketing (SMM)
- Content Marketing
- Email Marketing
- Analytics
- Digital Advertising
- Copywriting
- Graphic Design
- Video Editing
- Social Media Management
- Website Optimization
- Marketing Automation
- Branding
- Advertising
- Data Visualization
- Influencer Marketing

Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe AfterEffects
- Da Vinci Resolve
- Blender
- WordPress
- Elementor
- Figma
- Google/Facebook Ads
- Canva
- CorelDraw
- Tableau
- Python
- Logic Pro X
- Garageband
- FL Studio

Declaration:

I hereby declare that all the information provided above is true and accurate to the best of my knowledge and belief.

~Aluri Rahul