

RAJ GUPTA

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PERSONAL PROFILE

A creative and digitally savvy individual with a strong command of major social media platforms including Instagram, Facebook, TikTok, LinkedIn, YouTube, and X. Experienced in crafting engaging content across formats: text, image, and video paired with skills in graphic design, and video editing. Proficient in content planning, social media analytics, and running targeted paid ad campaigns with A/B testing. Passionate about digital marketing, community engagement, and using AI tools like ChatGPT to enhance content strategy and execution.

PROFESIONAL EXPERIENCE

Content Creator ISMT COLLEGE

- Developed and executed content strategies for multiple platforms by researching audience preferences and aligning content with brand goals, resulting in increased engagement and audience growth.
- Created engaging posts, videos, and graphics tailored to specific target audiences, leading to improved follower retention and content interaction.
- Analyzed content performance using tools like Meta Business Suite, Instagram Insights, and Google Analytics, then adjusted strategies to boost reach and engagement.
- Collaborated with design and marketing teams to ensure consistent branding across all channels, maintaining a cohesive visual and messaging identity.
- Managed and maintained content calendars, using scheduling tools like Google Calendar and Later to ensure timely and consistent content delivery, enhancing audience trust and brand reliability.

Tiktok Intern ISMT College

- Captured and edited photos and videos to highlight campus life and events at ISMT College, using DSLR cameras and editing tools to produce high-quality visual content that increased student interaction.
- Designed engaging social media posts using Canva and Adobe Photoshop, aligning with the brand's aesthetic to attract and inform students across platforms.
- Created original, creative content for TikTok, leveraging trends and student-focused ideas to boost visibility and appeal among Gen Z audiences.
- Managed end-to-end social media content creation, from ideation to publishing, ensuring consistent output and timely delivery across all platforms.
- Developed visually appealing and audience-focused content, applying editing techniques and storytelling principles that enhanced engagement and shareability.

SKILLS

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| • Social Media Platform Expertise (Facebook, Instagram, TikTok, LinkedIn, YouTube, X/Twitter) | • Social Media Analytics and Insights (Meta Business Suite, Instagram Insights, Google Analytics) |
| • Content Creation (text, image, video) | • Paid Advertising (Facebook & Instagram Ads) |
| • Copywriting and Caption Writing | • Audience Targeting and A/B Testing |
| • Graphic Design (Canva, Adobe Photoshop) | • Digital Marketing Knowledge (email marketing, content marketing) |
| • Video Editing (CapCut, Adobe Premiere Pro) | • Basic Knowledge of AI Tools for Content Creation |
| • Content Planning and Calendar Management | • UI/UX Design |

EDUCATION

UNIVERSITY OF WEST LONDON

MSc Digital Marketing

ISMT COLLEGE

Bachelor in Computer Systems Engineering

PRATIVA SECONDARY SCHOOL

High School

Certifications

[Digital Marketing](#)

HubSpot Academy

[Google Analytics](#)

Google