

Social Media Portfolio

RAJESH E

About me

Education

Bishop Appasamy College of Arts & Science

Bachelor of Arts, Management.

M2D Adoro Multimedia, CBE.

Certified Data Scientist

DATA ANALYST

- Power BI
- SQL
- Microsoft Excel
- Python Basics

Experience

Digital Marketing Head, Telco Communications, Pvt Ltd, Bengaluru

Handling Google Ads and Meta Ads for multiple Clients with a max budget of 10-30L

Creating Dashboards for Campaign Data Analysis and Stakeholders Presentation

Landing Page Optimization, regular SEO, and SEM optimization for organic reach

Digital Marketer, Plan Z2b (Singapore Groups), Coimbatore

Team Handling, Product Blog posts, Brand Campaigns – Google Ads, Facebook Ads

3D Design Concepts, Google Analytics Report Maintenance and Ads Optimization

Word press Developer, Website Crawling (Structured Data in Google), Backlinks Submissions

Digital Marketing Analyst, 5K Car Care, Coimbatore

Team Handling, Franchise Website Blog post, B2B & B2C Lead Generation

Campaigns Direct Report to Managing Director, Potential Franchise Leads Campaigns

B2B Direct Discussion with clients for their location Lead Campaigns – B2C

Social Media Manager, Mission Sports, Coimbatore

Facebook, Instagram, Twitter Daily updates, scheduling posts and running campaigns

Web page maintenance and Domain, hosting Handlings

Design Print Ads and Social Media Design for several franchise locations



Skills and services

Skills

- Instagram, Facebook, Twitter, LinkedIn marketing
- Meta Ads, LinkedIn ads, Google Ads, Twitter Ads
- Hootsuite, Brandwatch
- Canva
- Adobe Photoshop, Adobe Lightroom
- Meta Creator Studio
- Google Suite
- Microsoft Office
- Cross-platform analytics
- English
- Data Analyst – SQL, Power BI, Excel

Services offered

Social Media Management

- Packages Provided for 2, 4, and 6 channel management
- Monthly content creation and planning
- Monthly reporting and analytics

Social Media Advertising

- Full-service social advertising on all Meta channels, LinkedIn, Google, and Twitter

Influencer Management

- Influencer discovery
- Partnership building
- Media relations
- Campaign analytics

Benchmarking & Competitive Analysis

- Analyze competitor social data
- Identify industry best practices
- Define and set measurable goals



Brands I've worked with - Portfolio



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on our new page for updates
Together, we rebuild!



www.lindenmontessori.com | admin@lindenmontessori.co.in | +919080851000



Acrobatic Partner?



**Motion Isolation
Never Disturb your partner again**
The only bed you ever need



DreamStar
by Eptam Refresh



Get Ready for the Future of Surgery!
ROBOTIC SURGERY
Arriving Soon at Vasavi Hospitals.



For the FIRST
50 Registrations No Extra Costs

Call to Register
080-71 500 500 www.vasavihospitals.com



www.aestheticaveda.com

Think
Hair loss
is just about genes?
Think again



1000+ reasons like **Stress, hormones, even diet** can play a role.

Our experts at **Aesthetica Veda** go beyond symptom, to uncover the source.

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HEALTHIER HAIR GROWTH!



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100% natural essential oils for growth
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CAR CARE

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Objective & Goals

- Create Awareness
- Engage with prospects for Brand Awareness and Brand Takeover
- Public launch (Profile Full coverage)
- Target audience
- Drive consideration for existing and new customers
- Position TvastraTtech, as the leader/pioneer
- Generate Enquiries

Metrics and targeting for objectives

Touchpoints	Targeting Capability	Measurement
Instagram TrueView for Reach 10Weeks	Demographics, Custom Intent, Affinity	Impressions/Views CPM Awareness
TrueView for Action 2 Weeks	Demographics, Custom Intent, Keywords, Affinity	Impressions/Views/Clicks CPV Awareness/Consideration
Facebook short Videos 8 week	Demographics, Income, Location	Reach/Impressions/Engagement CPM Awareness
CTA Facebook/Instagram 2 week	Demographics, Behavior, Interest, Life Stages	Impressions/Engagement Awareness
Broadcast/Social Media	Audience	Impressions/Engagement Awareness

Target Audience Penetration - Video



Feed



Short Video



Stories

(Duration 30sec to 1min)

Facebook and Instagram Image & Video Posts



Carousel

Create an advert with 2 or more scrollable images or videos



Single image

Create up to 6 adverts with one image each at no extra charge



Single video

Create an advert with one video



Slideshow

Create a looping video advert with up to 10 images



Canvas

Tell a more immersive story by combining images and videos



NEW

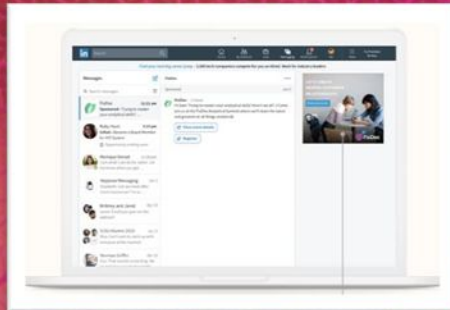
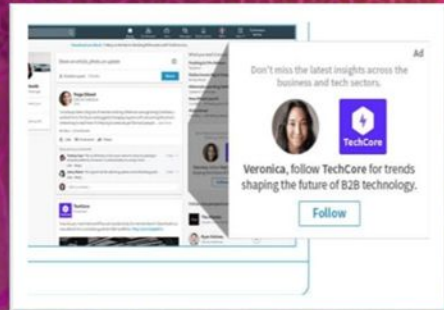
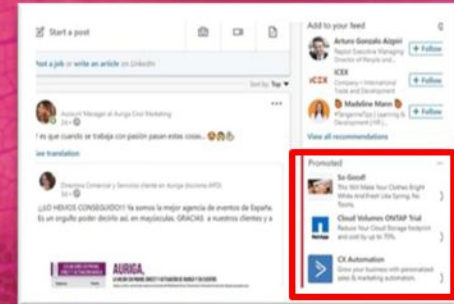
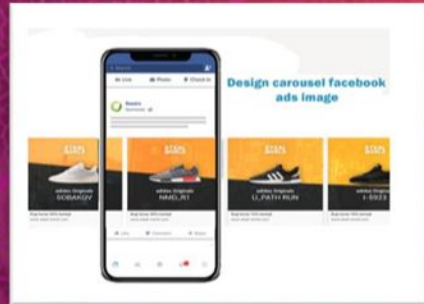


Collection

Feature collection of products in a mobile shopping experience. [Learn more.](#)

Facebook and Insta Posts

LinkedIn Posts



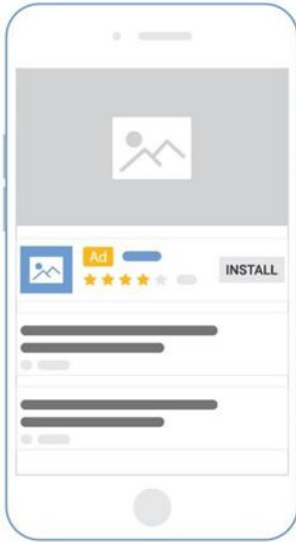
LinkedIn Posts

Google Website Traffic Strategy - Funnel

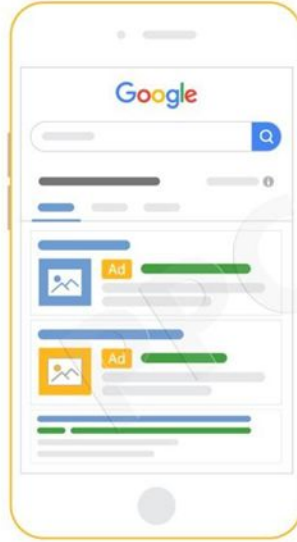


Search and Display Network

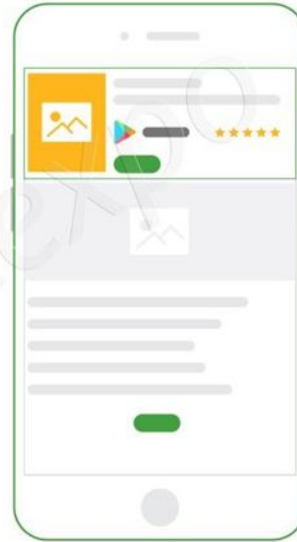
Watch on YouTube



Search



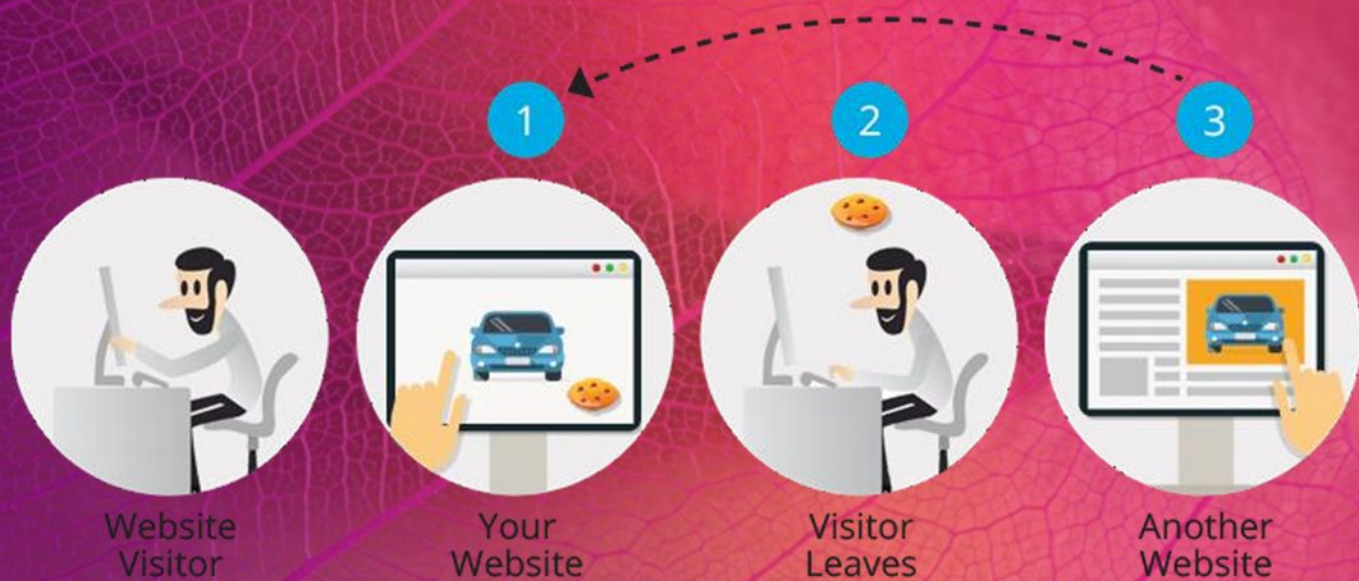
Browse in Apps



Surf the Web



Retargeting



Retargeting is important

The image shows a Facebook interface with two sponsored ads highlighted by red boxes. The top ad is for 'Magento vs Shopify' with the text 'Download our free guide' and 'Need to grow your business?'. The bottom ad is for 'GEICO' with the text 'Pairing Renters and Car?' and 'GEICO can help you pair your Car and Renters insurance together. Click the link and see ho...'. The background shows a blurred Facebook news feed.

The image shows a screenshot of the Reader's Digest website. The main article is titled 'A Classroom of Visiting Scholars' and discusses a field trip to museums and monuments in Washington, D.C. A red box highlights an advertisement for 'Vitamin C DayQuil Plus' on the right side of the page. Below the article, there is a BBC advertisement for 'Uncover the science behind the environment' and a grid of news stories including 'Nato leaders meet amid cracks in alliance' and 'Bail for India ex-finance minister after 106 days'.

Content Plan

- **Image Posts**
 - Designs for Search
 - Designs for Social
- **Live Video Posts**
 - 6 Seconds (Facility and People)
 - 15 Seconds (Facility and People)
 - Sequel Videos
- **Landing Page**
 - Brand Awareness/ Takeover

Brands I've worked with - Portfolio 1

Link - https://drive.google.com/file/d/1b3pyezmtSrFyffiyujvJrh8VwYyy6_mV/view?usp=sharing

Details:

- New Instagram campaign for Vasavi brand to promote the product
- Launched a 4 week campaign aimed at securing share of voice from competitors
- Instagram post creative, copy, and scheduling

Results:

- 2 Main keywords in 2nd page of Google.
- 4 Keywords placed in 3rd page of Google.
- Social Followers & Page reach can be increased by
 - a) Adding more relevant keywords & hashtags in post description
 - b) Social post sharing on relevant groups and social websites.
 - c) Adding more video content - Reels, story posts.

Vasavi Hospitals
WE CURE WITH CARE

Get Ready for the Future of Surgery!

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Arriving Soon at Vasavi Hospitals.

For the FIRST 50 Registrations **No Extra Costs**

Call to Register

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Vasavi Hospitals
WE CURE WITH CARE

8th March WOMEN'S DAY 2024

Theme: Inspire Inclusion

SPECIAL OFFER

- COMPLETE BLOOD COUNT (CBC)
- Creatinine
- Cholesterol
- Thyroid Profile (T3, T4, TSH)
- PAP smear
- Lipid Profile
- Uric Acid
- Fasting Blood Sugar
- Ultrasound Abdomen with Pelvis
- 8- Day Mammography (4D)
- Sono Mammography (4D)
- Dyne Consultation
- Biopsy

Only for **Rs. 990** **Rs. 1699**

Champion women's health. Join Vasavi Hospital on International Women's Day
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080-71500500 / +91 8884466000
www.vasavihospitals.com

Vasavi Hospitals

WE CURE WITH CARE

About Vasavi Trust

Since Vasavi Trust, established in 1991, is committed to serving society without bias in social, educational, and medical realms. With a vision to offer quality education, support economically disadvantaged students, and provide affordable world-class healthcare, the Trust has been dedicated to transforming lives and communities.

Our Features

- Personalized Approach: Prioritizing patient care, professionalism, and respect for healing.
- Experience and Success: Over 50 years of experience, 1000+ successful surgeries, and a high success rate.

Who We Are?

Vasavi Hospitals is a leading healthcare institution committed to providing comprehensive and compassionate medical care. With a team of experienced professionals, advanced technology, and a commitment to excellence, we aim to be your trusted healthcare partner.

Treatment That We Provide

- Pediatrics
- Dermatology

Do You Have Any Queries Please Call Us

Experience Exceptional Care Today! Contact Vasavi Hospitals for Expert Medical, Research and Personalized Healthcare Solutions. Your Health is Our Priority. Book an Appointment to Begin Your Journey to a Healthier Life!

Book An Appointment

Brands I've worked with - Portfolio 2

Link - <https://drive.google.com/file/d/193yaPWwaQlpBljeJkCOJLlzbL4srOBA9/view?usp=sharing>

Details:

- New Instagram campaign for Aesthetica Veda
- Launched a 2 week campaign aimed at securing share of voice from Competitor service
- Instagram post creative, copy, and scheduling

Results:

3 Keywords are ranking in first page, and organic traffic increased better compare to last month
Increased Profile reach 33% with budget of Rs. 1000 per day for 10 days



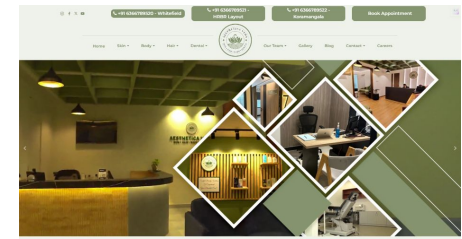
Think Hair loss is just about genes? Think again

1000+ reasons like **Stress, hormones, even diet** can play a role.

Our experts at **Aesthetica Veda** go beyond symptom, to uncover the source.

www.aestheticaveda.com

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About Aesthetica Veda



Our Signature Service

Hair Transplant

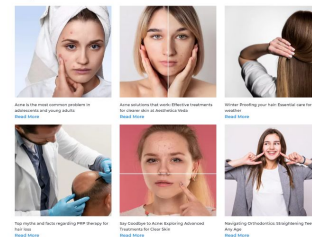
Hair transplantation is a surgical technique that restores missing hair follicles from a part of the body called the "donor site" to a bald or thinning part of the body called the "recipient site". The technique is usually used to treat male pattern baldness.

What Our Clients Say

My husband and I have been struggling with hair loss for a long time. I had all the usual treatments, including laser, but didn't see any results. I found Aesthetica Veda through a friend's recommendation. The hair loss treatment was a game-changer for me. I have seen significant results and I am so happy. Thank you Aesthetica Veda for helping me regain my hair. **Amritha**

I was suffering from hair loss since I was in my 20s. I had all the usual treatments, including laser, but didn't see any results. I found Aesthetica Veda through a friend's recommendation. The hair loss treatment was a game-changer for me. I have seen significant results and I am so happy. Thank you Aesthetica Veda for helping me regain my hair. **Amritha**

Blog & News



Brands I've worked with - Portfolio 3

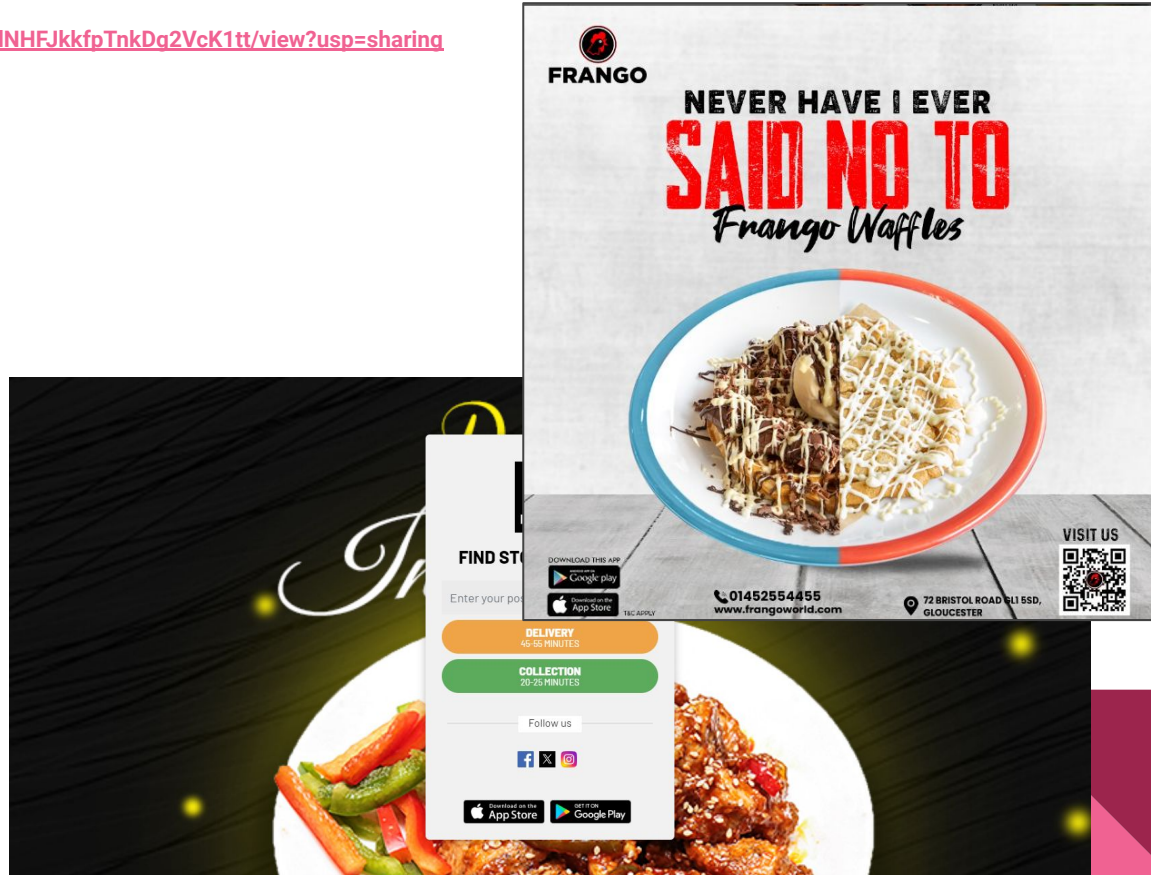
Link - <https://drive.google.com/file/d/1SoxK4RFtFfYdNHFJkkfpTnkDg2VcK1tt/view?usp=sharing>

Details:

- New Instagram campaign for Frango - United Kingdom brand to promote the dish to the working T professionals
- Launched a 1 month campaign aimed at targeting 5miles around
- Instagram post creative, copy, and scheduling

Results:

- Increased sales by 45% in 3days of campaign
- Increased website visitors to 20% overall
- Helped 120% retargeting customers



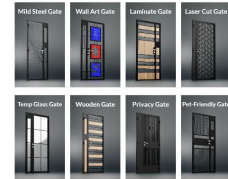
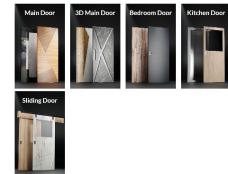
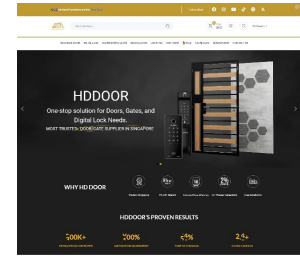
Brands I've worked with - Portfolio 4

Details:

- New Instagram campaign for HD DOOR brand to promote the 2022 holiday season
- Launched a 3 week campaign prior to holiday season
- Instagram post creative, copy, and scheduling

Results:

- Overall increased website returning visitors by 32%
- Helps in creating the sales campaign and improved insights by 220% in Analytics
- 4 keywords got ranked in first 15 position



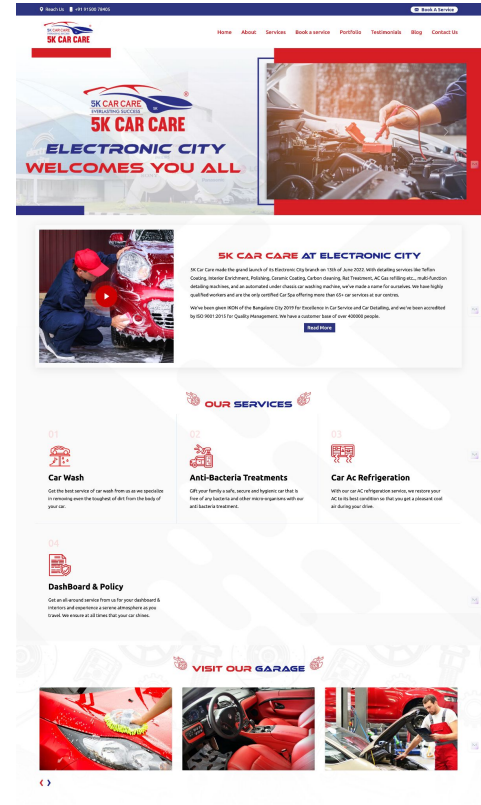
Brands I've worked with - Portfolio 5

Details:

- New Instagram campaign for 5k Car Care brand for the B2C leads
- Launched a 1month campaign without the end date and aimed at 3miles around the targeting location
- Instagram post creative, copy, and scheduling

Results:

Improved website visitors and store visits by 64%



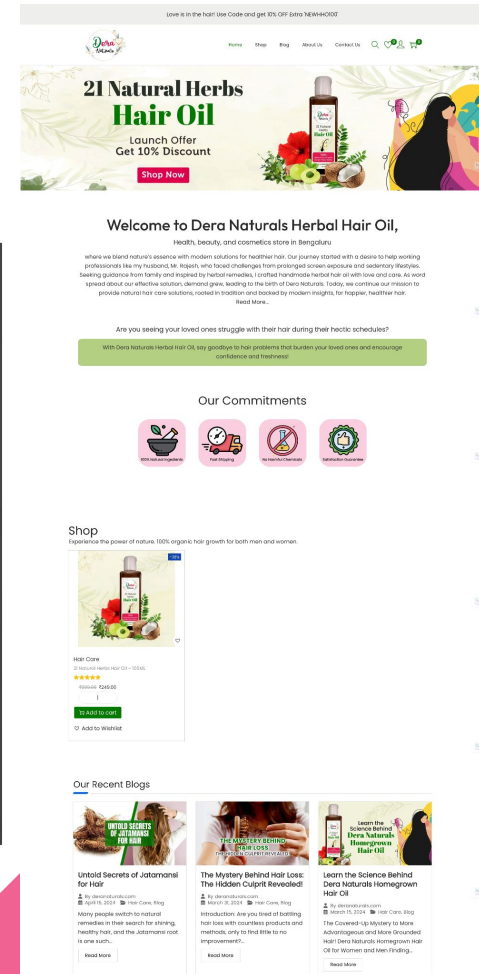
Brands I've worked with - Portfolio 6

Details:

- New Instagram campaign for Dera Naturals brand to target the working professionals
- Launched a 3 week campaign aimed at targeting kilometer radius of the store in bengaluru
- Instagram post creative, copy, and scheduling

Results:

- Worked for high potential startup brand, increased in website new visitor to 88%
- Helps in retargeting the consumers
- 3 keywords positioned at 15 - 20 position



Data Analyst Projects and Links

Details:

1. **HR Analysis Dashboard – Employee Data [Power BI / Pivot Tables]**
GitHub Repo
[-https://github.com/rajeshxtreme6/HR-Dashboard---Employee-Data](https://github.com/rajeshxtreme6/HR-Dashboard---Employee-Data)
 - Constructed and designed a POWER BI dashboard spanning 29 years of global employee data.
 - Anticipated to enhance employee recruitment decisions by 25% in the upcoming quarter.

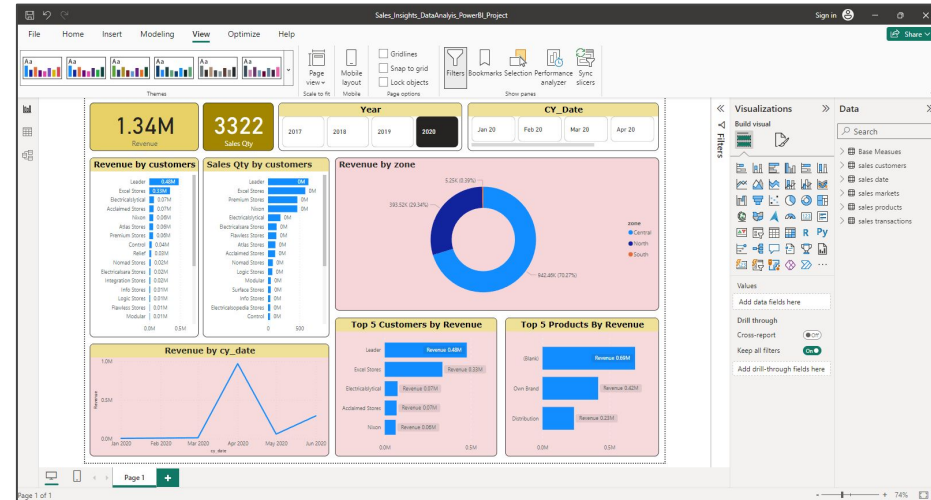


Data Analyst Projects and Links

Details:

2. Sales Insights – Ecommerce and Brick & mortar business [Power BI | SQL] GitHub Repo - <https://github.com/rajeshxtreme6/Actionable-Business-Insights>

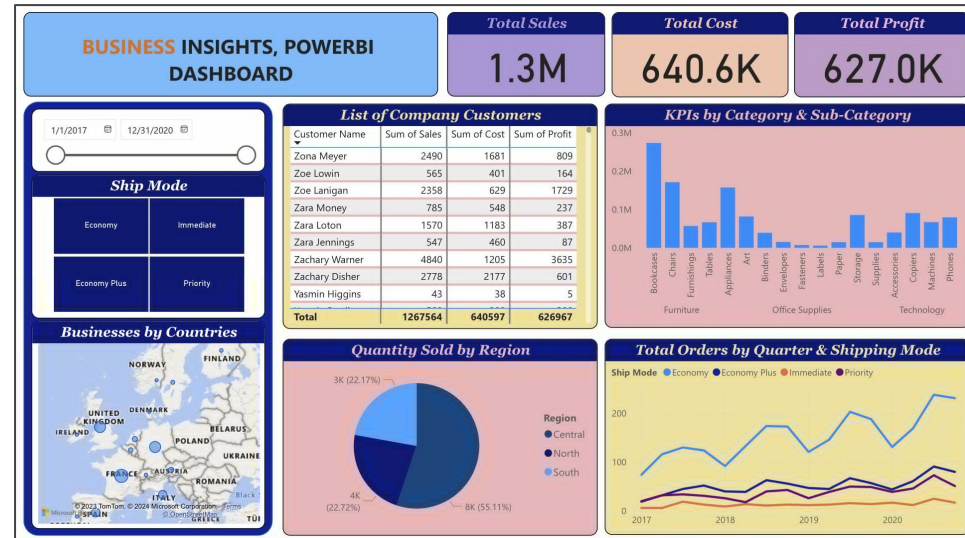
- Designed and implemented an ETL process and predictive analytics algorithms to create a Sales Insights Dashboard that showcased year-over-year trends, customer behavior, and product performance, resulting in a comprehensive view of the company's changes from 2017 to 2020.
- Proven data cleansing, transformation, and visualization competence, leading in a mobile-responsive design for real-time monitoring and improved business understanding.



Data Analyst Projects and Links

Details:

- **Business Insights - Ecommerce Sales [Power BI | SQL | Excel | Dax Studio]**
- **GitHub Repo - <https://github.com/rajeshxtreme6/Actionable-Business-Insights>**
- - Engineered a robust data model in Power BI by integrating diverse data sources (Excel/CSV files, SQL database); optimized report performance by 5% using DAX Studio for global business trend analysis and visualizations.
 - Analyzed departmental sales trends and executed data-driven decisions resulting in a 10% revenue increase and a 20% reduction in data-related expenses through targeted marketing campaigns and streamlined data management processes.



My process

- **Define the target audience:** Identify the demographic characteristics, interests, and behavior patterns of the audience that the social media account will be targeting.
- **Set goals and objectives:** Establish clear and measurable goals and objectives for the social media account, such as increasing brand awareness, driving website traffic, or generating leads.
- **Develop a content strategy:** Create a content calendar that outlines the types of posts, the frequency of posting, and the themes that will be covered.
- **Create and curate content:** Develop original content, such as text, images, and videos, that aligns with the content strategy. Also, curate relevant content from other sources that will be of interest to the target audience.



My process

- **Schedule and publish content:** Use a scheduling tool to schedule the content for publication on the social media account. Publish the content at optimal times for engagement with the target audience.
- **Monitor and engage with the audience:** Use analytics tools to monitor engagement and track the performance of the social media account. Engage with the audience by responding to comments and messages, and by initiating conversations.
- **Analyze and adjust:** Review the analytics data and make adjustments to the content strategy as needed to achieve the goals and objectives.
- **Continuously evaluate and improve:** Continuously evaluate the performance of the social media account and make adjustments as needed to improve the results.



Get in touch

Thanks for reading! If you are interested in working with me, please don't hesitate to contact me. You can reach me by:

- **Email:** rajeshxtreme6@gmail.com
- **Phone:** +91 84892 92081
- **LinkedIn:** <https://www.linkedin.com/in/rajesh-edwin/>

Portfolio Link: <https://linktr.ee/rajeshedwin>

