

Raghvendra Joshi

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Professional Summary

Social Media Marketing & Digital Marketing Specialist with 3.6 years of proven experience in planning, executing, and optimizing online campaigns. Skilled in driving brand awareness, managing paid and organic social media campaigns, and achieving measurable ROI. Strong expertise in Google Ads, SEO, SEM, Content Marketing, and Web Analytics with a data-driven approach and excellent communication skills.

Key Achievements

- Increased **Instagram followers by 50%** within 6 months through engaging reels, stories, and targeted ad campaigns.
- Boosted **engagement rate by 40%** by designing creative content strategies tailored to audience insights.
- Generated **30% more qualified leads** using optimized Meta Ads & Google Ads campaigns.
- Improved **brand visibility by 25%** across Facebook, Instagram, and YouTube with multi-channel content strategies.
- Executed **influencer collaboration campaigns**, resulting in 20% higher engagement and brand mentions.

Skills

- Social Media Marketing (Facebook, Instagram, YouTube, LinkedIn)
- Google Ads | Meta Ads | Lead Generation | Performance Marketing
- SEO & SEM
- Content & Email Marketing
- Google Analytics & Web Analytics

- WordPress & Website Management
- Excel & Data Analysis
- Communication & Team Collaboration

Professional Experience

Masterwiz Technologies, Varanasi – Digital Marketing Specialist

June 2022 – Present

- Managed and optimized **₹40k–₹60k monthly ad budget** across Meta & Google Ads platforms.
- Generated **2,500+ app downloads per month** while maintaining **40%+ conversion rate and optimized cost per install (CPI)**.
- Achieved **4.8x return on ad spend (ROAS)** through continuous campaign optimization and keyword targeting.
- Maintained **₹6.3 average CPC** while scaling campaigns to high click volume and impressions
- Handled social media marketing for **3 - 4 clients**, improving engagement and reach.
- Designed and developed **08 + WordPress websites** for business and lead generation.
- Improved campaign ROI and conversion rate through continuous A/B testing and analytics.

Digital Karigar, Varanasi – Digital Marketing Intern

April 2022 – June 2022

- Assisted in digital marketing campaigns, focusing on SEO, SEM, and Social Media Marketing.
- Learned campaign optimization and digital strategies hands-on.

Trip Travel Yatra – Social Media Handle

- Oversaw online advertising campaigns across platforms ensuring campaign accuracy.
- Optimized ad performance by tracking KPIs and audience engagement.
- Supported SEO and SEM activities to enhance website visibility.

Education

- Master of Business Administration (MBA) – APJ Abdul Kalam University, Varanasi (July 2024 – Present)
- Digital Marketing Training – Digiperform, Varanasi (May 2021 – April 2022)
- Bachelor of Science – Mahatma Gandhi Kashi Vidyapith, Varanasi (May 2020 – June 2023)

Certifications

- Google Ads Certification – Google
- Google Ads Search – Google
- Google AdWords – Great Learning
- YouTube Marketing – Great Learning
- Facebook Meta Ads – Meta
- Social Media Marketing – Google