

DEEPAK PRAJAPATI RESUME

Contact Information

Name	Deepak Prajapati
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Summary

Social Media Manager with 4 years of experience in growing communities. Proven track record of developing social media content and influencer campaign strategies to drive brand awareness, engagement, and sales. Applying for a position as Social Media Community Manager at Company X to strengthen the online presence of clients through data-driven content marketing.

Experience

Social Media Manager (Remote) | Majid Bhai Foundation (USA-based) | April 2023- Present

- Created compelling content for Instagram, including posts, reels, and stories aligned with the foundation's mission.
- Developed and executed social media strategies to increase online presence and engagement, focusing on hope, education, and community support.
- Managed campaigns like "Little Deeds, Big Impact" and "Education for Every Child."
- Collaborated with cross-functional teams to align social media activities.
- Analyzed performance metrics to optimize content and grow the foundation's following.

Social Media Strategist | Fame IT Solution (On site) | Ahmedabad, India | Oct 2023- May 2025

- Managed the social media presence for Galle Marvels cricket team.
- Increased follower engagement and built a strong community.
- Developed and executed targeted ad campaigns.
- Analyzed audience insights and trends.

**Social Media Strategist (Remote) | Webtech Solutions | Lucknow, India
| Sep 2022- Oct 2023**

- Increased Instagram followers by 35% in eight months.
- Built a TikTok page from 0 to 30,000 followers in 3 months.
- Increased team performance by hiring and training new members.
- Delivered weekly social media analytics reports, resulting in 6 million video views.

**Freelancing | Social Media Manager | Ahmedabad | March 2019 -
Present**

- Social Media Strategy Development
- Content Creation
- Community Management
- Content Scheduling
- Analytics and Reporting
- Paid Advertising
- Brand Promotion
- Staying Updated
- Crisis Management
- Collaborations and Partnerships
- Content Localization
- Budget Management
- Customer Feedback

Certifications

Certification	Institution	Year
Certificate of Digital Marketing	Google	2023

Education

Degree	Institution	Location	Year
Hsc Commerce	Ahmedabad	Gujarat	2019
B.com	Ahmedabad	Gujarat	2023

Skills

Technical Skills

- Canva
- Microsoft Office

Professional Skills

- Guest Posting
- Backlinks Building and Management
- Press Release
- Blue Tick Verification
- Marketing

Content Creation

- Engaging and culturally relevant content.
- Graphic design and video editing tools.

Platform Proficiency

- Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok, WhatsApp, regional social networks.

Cultural Sensitivity

- Awareness of diverse cultural and linguistic nuances.

Data Analysis

- Strong analytical skills.

Community Management

- Excellent interpersonal skills.

Social Media Advertising

- Experience in planning and executing paid campaigns.

SEO Knowledge

- Basic knowledge of SEO.

Storytelling

- Strong storytelling skills.

Adaptability

- Staying updated with trends.

Creativity

- Innovative thinking for campaigns.

Communication

- Strong written and verbal communication skills.

Budget Management

- Efficiently managing budgets.

Collaboration

- Working with cross-functional teams.