BALAJI R

rameshbalaji1206@gmail.com
linkedin.com/in/balaji-dm/
+91 70101 77258
Trichy, Tamilnadu

SUMMARY

Creative and result-oriented Social Media Executive with hands-on experience in content creation, Meta Ads strategy and social media management. Skilled in managing brand presence across Instagram, Facebook and LinkedIn, along with Google Business Profile setup and optimization. Passionate about creating engaging content, trend-based marketing strategies, video production and driving online business growth through digital marketing solutions.

WORK EXPERIENCE

Social Media Executive **Aug 2025 - Present**
Digiplus Agency | Trichy, Tamilnadu.

- Managed social media activities and digital marketing campaigns for multiple client brands across different industries.
- Planned and created engaging content including posters, reels, captions and promotional campaigns for Instagram, Facebook and Linkedin.
- Contributed to the growth of the **Trichy Guide** social media page, increasing followers from 486 to 6K+ and counting through consistent content strategies and trend-based marketing.
- Developed video content, handled video shoots, and created AI-based video content for brand promotions.
- Helped businesses improve their online presence through Google Business Profile optimization.

EDUCATION

Diploma of Computer Engineering **Aug 2022 - Apr 2025**
Seshasayee Institute of Technology

- CGPA: 76.07%
- Web Design (React.js) and Python Basics.

Secondary School Leaving Certificate **Jun 2021 - Apr - 2022**
Equitas Gurukul Matriculation Higher Secondary School

- Percentage: 77.3%
- Active Participation in Activities and Communication Skills.

ADDITIONAL INFORMATION

- **Technical Skills:** Social Media Management, Content Creation, Meta Ads Management and Graphics Designing (Photoshop), Video Editing (Basis).
- **Tools**: Meta Business Suite, Buffer, Photoshop & CapCut.
- **Languages:** Tamil, English.