

DASARI PRADEEP

Social Media & Digital Marketing Specialist | WordPress Developer

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Summary

Creative and data-driven Social Media & Digital Marketing Specialist and WordPress Developer with 8+ years of experience in content creation, publishing, and performance-driven campaigns across Instagram, Facebook, YouTube, and LinkedIn. Proven expertise in managing content calendars, analyzing performance metrics, tracking trends, and driving consistent audience growth. Developed 150+ WordPress websites using Elementor, delivering responsive, conversion-focused designs for multiple industries. Strong collaborator with design, content, and marketing teams to ensure brand consistency, engagement, and measurable business impact.

Experience

Digital Marketing Executive | Wealth Associates, Vijayawada, Andhra Pradesh | 2024 – 2025

- Created, scheduled, and published engaging social media content across Instagram, Facebook, and LinkedIn
- Collaborated with design teams to maintain consistent brand tone and visuals
- Tracked post-level and campaign performance, preparing weekly and monthly reports
- Identified content trends and optimized strategies to improve engagement and reach
- Conducted competitor analysis to identify new content opportunities

Digital Marketing Executive | Sri Bhramara Townships, Guntur, Andhra Pradesh | 2023 – 2024

- Managed social media calendars and ensured timely publishing of campaign content
- Monitored analytics to evaluate content performance and audience growth
- Implemented trend-based Reels and creatives to improve visibility
- Coordinated with marketing and design teams for campaign execution

Digital Marketing Executive | Forbes Business School , Vijayawada, Andhra Pradesh | 2021 – 2023

- Developed and published educational content across social platforms
- Analyzed engagement metrics and optimized content strategy accordingly
- Supported admissions campaigns through content-driven lead generation
- Maintained consistency in messaging and branding across platforms

Digital Marketing Executive | Zoom Cars Technologies, Hyderabad, Telangana | 2019-2021

- Created promotional posts, stories, and short-form videos
- Monitored industry trends and competitor campaigns
- Improved engagement through creative content experiments and A/B testing

Junior Web Developer | Coding Desk IT Solution, Guntur, Andhra Pradesh | 2017-2019

- Designed and developed 20+ responsive websites using HTML, CSS, and WordPress
- Supported marketing teams with landing pages optimized for social media campaigns
- Ensured SEO-friendly structure and fast-loading pages

Education

- **Bachelor of Science (Computers)**, RGN BG Degree College, Acharya Nagarjuna University, Sattenapalli, Andhra Pradesh, 2014-2017.
- **Intermediate (MPC)**, Sri Chaitanya Junior College, Board of Intermediate Education Andhra Pradesh, Vijayawada, Andhra Pradesh, 2011-2013.
- **SSC**, Sri Raghavendra Bala Kuteer, Board of Secondary Education Andhra Pradesh, Sattenapalli, Andhra Pradesh, 2010-2011

Skills

- Social Media Content Creation & Publishing
- Instagram, Facebook, LinkedIn & YouTube Management
- Reels, Shorts & Story Strategy
- Content Calendar Planning & Scheduling
- Performance Tracking & Analytics
- Weekly & Monthly Reporting
- Trend & Algorithm Monitoring
- Competitor Analysis
- Brand Voice & Consistency
- Canva, Adobe Photoshop, Figma
- Meta Ads & Google Ads
- Audience Growth & Engagement Strategies

Strengths

- Content Planning & Execution
- Analytical & Data-Driven
- Decision Making
- Creative Thinking & Trend Spotting
- Cross-Team Collaboration
- Time & Calendar Management

Achievements

- Achieved 20–25% ROI on ad spend through optimized Meta Ads and Google Ads campaigns for real estate projects.
- Delivered 30–40% ROI on advertising spend by executing data-driven digital marketing and social media campaigns.
- Successfully converted 30–35 student admissions per year through targeted digital campaigns across social media and paid platforms.
- Achieved 10–15% ROI on ad spend by promoting automotive offers and promotional campaigns digitally.
- Developed 150+ WordPress websites using Elementor, supporting marketing campaigns with conversionoptimized landing pages and responsive designs.

Projects

Wealth Associates | Real Estate Digital Marketing Projects

- Executed performance marketing campaigns using Meta Ads and Google Ads for real estate projects, achieving 20–25% ROI on ad spend.
- Developed and managed content calendars and published posts, stories, and Reels across Instagram, Facebook, and LinkedIn

- Promoted property exhibitions, site visits, and on-ground events through digital channels to improve footfall and lead quality.
- Designed high-converting landing pages using WordPress and Elementor to support lead generation campaigns.

Sri Bhramara Townships | Real Estate Campaign & Lead Generation Projects

- Planned and executed data-driven digital campaigns for multiple real estate ventures, achieving 30–40% ROI on ad spend.
- Created trend-based Reels, creatives, and promotional content to increase engagement and reach.
- Conducted competitor analysis and market research to identify growth opportunities and content gaps.
- Optimized campaign performance using analytics, audience targeting, and creative testing.

Forbes Business School | Education Marketing & Admissions Projects

- Executed admission-focused digital marketing campaigns across social media and paid platforms.
- Successfully converted 30–35 student admissions per year through targeted ads and content strategies.
- Developed and published education-centric content to drive inquiries and build brand credibility.
- Tracked campaign performance and optimized creatives for higher conversion rates.

Zoom Cars Technologies | Automotive Digital Promotion Projects

- Managed offer-based and promotional digital campaigns for automotive services.
- Achieved 10–15% ROI on ad spend through optimized audience targeting and creative strategies.
- Created short-form content including posts, stories, and promotional creatives to improve customer engagement.
- Monitored industry trends and competitor campaigns to enhance visibility

TOOLS & TECHNOLOGIES

Digital Marketing & Advertising

- Google Ads (Search, Display, YouTube)
- Meta Ads Manager (Facebook & Instagram Ads)
- Lead Generation Forms & Conversion Tracking

Social Media Management

- Instagram, Facebook, LinkedIn, YouTube
- Reels, Shorts & Story Publishing
- Content Calendar Planning & Scheduling

Analytics & Performance Tracking

- Google Analytics
- Meta Insights
- Campaign Performance Reporting
- ROI & Conversion Analysis

Design & Creative Tools

- Canva
- Adobe Photoshop
- Figma

Tracking & Optimization

- Facebook Pixel
- Google Tag Manager
- A/B Testing & Conversion Optimization

Web Development & CMS

- WordPress CMS
- Elementor Page Builder
- HTML5, CSS3
- Landing Page Development

Languages

- Telugu
- English
- Hindi