

Rajkumar Darpelli

DIGITAL MARKETING — SEO/SEM, Social Media Marketing, Email Marketing

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📍 [Canada](#)

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SKILLS

- **Digital Marketing Expertise:** SEO/SEM (on-page SEO, SEMrush, Google Ads), Social Media Marketing.
- **Data & Performance Analytics:** GA4, CRO, A/B testing, KPI tracking, performance monitoring.
- **Marketing Tools & Platforms:** Meta Business Suite, Canva, Figma, Office 365; content creation.
- **Strategic & Execution Skills:** Campaign strategy and execution, conversion tracking, client analysis.

INTERNSHIP EXPERIENCE

Social Media Marketing Apprentice

August 2024 – October 2024

Acadium (U.S. Client)

Remote

- Strategized and implemented a cohesive multi-week content calendar for LinkedIn and Medium, aligning content themes with client business goals. Increased platform activity by 40% through regular scheduling and visuals.
- Designed high-impact graphics and wrote conversion-focused captions using Canva and Grammarly, ensuring optimizing of each piece for scroll-stopping engagement. Maintained brand consistency across 20+ posts.
- Deployed and managed post schedules using Buffer and Hootsuite, maintaining a 95% on-time publishing rate. Coordinated optimal posting times based on audience insights to maximize reach and visibility.
- Analyzed engagement metrics across published content, using insights from LinkedIn Analytics and Hootsuite reports to adjust themes and timing. This resulted in a 25% increase in average post interaction rate.
- Elevated the client's online actual leadership by curating industry-relevant content and sharing professional milestones. Boosted follower count by 15% and profile views by over 50% during the internship period.

Social Media Simtern – Digital Marketing Strategies Course

2024

Stukent

Canada

- Outperformed peers by ranking in the top 7% of the cohort through data-driven decisions on content pacing and ad spending across Meta, TikTok, and Pinterest. Developed and optimized over 25 paid and organic campaigns.
- Conducted A/B testing on ad creatives and call-to-actions using multivariate analysis and heatmap tracking tools; scaled high-performing campaigns based on statistics. Improved ad click-through rate (CTR) by 35%.
- Leveraged demographic targeting and keyword segmentation using lookalike audiences and psychographic filters to refine ad audience selections, reducing bounce rate by 22%. Applied targeting to organic content strategy.
- Fine-tuned budget allocation daily using campaign metrics such as CPC, CPM, and engagement rate, integrating bid strategy automation and frequency capping. Achieved a 20% boost in campaign ROI through redistribution.
- Synthesized weekly performance reports using simulated analytics dashboards, providing actionable insights that directly shaped campaign pivots. Demonstrated agile thinking and rapid optimization under time pressure.

PROJECT EXPERIENCE

Riipen Client PPC Campaign (2024)

- Designed Google Ads paid search campaign using keyword segmentation, audience targeting, and A/B ad testing. Optimized ad performance to achieve a 30% increase in conversion rate and a 20% decrease in cost-per-click.

SEO/SEM Strategy Implementation (2024)

- Conducted in-depth keyword gap analysis, backlink audits, and technical SEO evaluations using SEMrush and Moz. Implemented on-page optimizations and content strategies, resulting in a 25% uplift in organic traffic.

Marketing Strategy Project for Riipen Client (2023)

- Collaborated in a cross-functional team to develop a data-driven marketing strategy focused on brand positioning. Leveraged audience analytics and engagement metrics to improve client sales funnel performance by 18%.

EDUCATION

Master of Business Administration (MBA)

January 2023 – June 2024

University Canada West, Canada

Bachelor of Business Administration (BBA) in Marketing

June 2018 – December 2021

Queen Mary College, India

CERTIFICATIONS

- **Digital Marketing:** Foundations, Strategy, Specialist Path, and Simternship (Stukent)
- **Social Media:** Facebook, Instagram, Marketing Foundations, and Strategy & Optimization
- **Content & Email:** Content Marketing, Newsletters, Email (HubSpot), and Graphic Design Basics
- **Ads & Analytics:** Google Ads (2020), Google Analytics 4, and SEO Foundations