

ROOPA PRAJAPATI

Digital Marketing Executive | Social Media & Content Marketing | Meta Ads

Nangloi, Delhi-110086 | +91-8178605578 | roopaprajapati100@gmail.com | roopaprajapati.in

SUMMARY

Digital Marketing professional with 2+ years of experience in social media management, content marketing, content strategy, and paid advertising. Experienced in managing Instagram, Facebook, YouTube, LinkedIn, Pinterest, and Google Business Profile, with a focus on content creation, short-form video, audience engagement, and brand growth. Skilled in Meta Ads, campaign optimization, creative testing, competitor research, performance tracking, and AI-assisted content and reporting workflows.

KEY ACHIEVEMENTS (TRAVEL CONNECTION)

- Grew Instagram reach 89.6% month-over-month through consistent content strategy and destination-focused carousels
- Drove 41.2% Facebook follower growth and 908,000+ organic reach with zero ad spend, led by short-form video content
- Grew Facebook content interactions by 886% month-over-month following a shift to video-first content
- Organic social content driving 83% of total website traffic, tracked via Google Analytics 4 (GA4)

PROFESSIONAL EXPERIENCE

Digital Marketing Executive - Travel Connection

March 2025 – Present

- Managed and grew social media presence across Instagram, Facebook, YouTube, and LinkedIn, driving month-over-month reach and engagement growth
- Planned and executed Meta Ads campaigns, including audience targeting, budget pacing, and creative testing
- Tracked and reported campaign and content performance using Google Analytics 4 (GA4) and Meta Business Suite, identifying organic social as the leading traffic driver
- Produced and edited short-form video content (Reels, YouTube Shorts) using Filmora 14 for Instagram, Facebook, and YouTube
- Used AI tools (ChatGPT, Gemini, Claude) for content ideation, ad creative generation, and automated performance reporting from GA4 and Meta Ads data
- Created AI-generated cloned video content using Heygen, with custom voiceovers for Reels produced in ElevenLabs
- Built and maintain a personal portfolio website (roopaprajapati.in) using Antigravity
- Designed ad creatives using Canva and supported campaign optimization and competitor research

Social Media Executive - Auto Pickup Petro Chem Pvt. Ltd.

May 2024 – February 2025

- Managed social media presence across Instagram, Facebook, YouTube, LinkedIn, Pinterest, and Google Business Profile
- Created consistent, trend-based content across all platforms to improve audience engagement
- Promoted campaigns including Meta Ads and Google video view ads
- Researched emerging trends to inform organic marketing strategy
- Managed follower communications, including timely query responses and competitor profile analysis
- Generated monthly performance reports for all managed accounts

SKILLS

Social Media: Instagram, Facebook, YouTube, LinkedIn, Pinterest, Content Strategy

Performance Marketing: Meta Ads, Campaign Optimization, Google Analytics 4 (GA4)

AI Tools: ChatGPT, Gemini, Claude, Heygen, ElevenLabs, Antigravity

Design & Video Editing: Canva, Filmora 14

EDUCATION

Bachelor of Arts (B.A.) Programme - School of Open Learning, 2022 - 2025

12th Standard, CBSE Board - SKV Sr. Sec. School, Nangloi, 2020 - 2022

CERTIFICATIONS

- Google Certified Fundamentals of Digital Marketing
- Claude 101 Certified

LANGUAGES

English, Hindi