

Rahul Tewari

Social Media Manager | Digital Marketing Specialist
AI-Powered Content Creator

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PROFESSIONAL SUMMARY

Digital marketing professional who combines more than five years of experience across other business domains with training in graphic design, social media content, SEO and WordPress development. Brings business understanding, creative content, AI-assisted workflows and a steady commitment to improving how brands communicate online.

EXPERIENCE

Social media project work

Brand social media pages

- Worked on brand social media pages, supporting their business and social media goals.
- Created and organised content using Canva, ChatGPT and Claude AI workflows.
- Planned content around the brand's audience, tone and objectives.
- Built two WordPress websites during my course: a business services and training site (business.digitaleduroots.com) and an online electronics store (digitaleduroots.com).
- Completed Canva design projects for social media graphics.

Professional experience in other business domains

5+ years

- Built strong communication, customer engagement and relationship management skills.
- Developed practical business understanding that now informs how I plan content for brands.
- Learned to deliver reliably, work to deadlines and respond to what customers actually need.

TRAINING AND LEARNING

- Digital marketing training with practical learning in graphic design and social media content.
- SEO and keyword research, lead generation, and digital marketing fundamentals.
- WordPress website development, including Elementor.

SKILLS AND TOOLS

Design	Canva and graphic design workflows
AI and content	ChatGPT, Claude AI, AI-assisted content creation
Web development	WordPress, Elementor, WooCommerce where a project needs it
Digital marketing	SEO fundamentals, keyword research, social media content planning, lead generation
Transferable	Communication, business understanding, customer engagement, relationship management

Portfolio projects marked as concept work are self-initiated and created to demonstrate my approach.