



Riya Rohini

Social Media Manager

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🔗 riyarohini-portfolio.vercel.app

Summary

Results-driven Social Media & Performance Marketing professional with a background in Mass Communication and Journalism, specializing in building and scaling digital presence for real estate brands. Proven expertise in combining content strategy, creator collaborations, and paid advertising to drive measurable business growth.

Skilled in executing full-funnel marketing strategies—from audience engagement to lead generation and conversion—resulting in increased visibility, optimized campaign performance, and higher ROI. Known for turning creative content into a performance-driven asset that delivers both brand value and sales impact.

Professional Experience

May | 2024 – Present
Bodhgaya

Vastu Vihar | TBCPL 🌐
Social Media Manager

- Spearheaded the development and scaling of the brand's digital presence, managing end-to-end social media operations and strategy.
- Designed and executed high-impact content strategies, delivering 100+ assets including reels, graphics, and creator collaborations.
- Drove consistent growth in engagement and visibility through trend-driven, insight-led, and storytelling-focused content.
- Achieved a **23% increase in overall business growth within one year** through performance-driven Meta ad campaigns, generating **6.7M+ impressions**.
- Managed and optimized Meta Ads campaigns, significantly increasing lead volume while reducing cost per lead and improving budget efficiency.
- Directed influencer and creator partnerships, expanding reach and driving measurable engagement and conversion outcomes.
- Implemented full-funnel marketing strategies integrating organic content, paid media, and retargeting to maximize ROI.
- Launched and scaled new growth initiatives, including YouTube content, Google Ads expansion, and branch-wise performance tracking systems.

March – June 2024
New Delhi

Dubai Housing 🌐
Content Writer

- Created SEO-focused and engaging content for real estate projects and digital platforms.
- Developed property descriptions, blogs, and marketing content aligned with brand positioning.
- Contributed to improving online visibility and audience engagement through structured content strategies.

Jan – March 2024
Work From Home

PMN Patralok 🌐
Web Journalist

- Covered news stories and created web-based content under tight deadlines.
- Developed skills in news writing, research, and digital publishing.

June – Sep 2023

Ganga Times 🌐
Content Writer (Internship)

- Wrote articles and digital content on diverse topics with a focus on clarity and engagement.

- "Is Caste Politics Still A thing?"
- "Explore Compelling Reason to Visit Vihar"

Education

2018 – 2020 Gaya	Intermediate (12th) Delhi Public School, Gaya
2021 – 2024 Dehradun	Bachelor's in Mass Communication & Journalism Doon Business School

Skills

Digital Marketing & Strategy

- Social Media Strategy & Planning
- Performance Marketing (Meta Ads)
- Lead Generation & Conversion Optimization
- Funnel-Based Marketing Approach

Collaboration & Growth

- Influencer & Creator Marketing
- Brand Partnerships
- Community Engagement

Content Creation & Execution

- Content Strategy & Calendar Planning
- Scriptwriting & Storytelling
- Short-Form Video Production (Reels)
- Trend Analysis & Audience Psychology

Advertising & Analytics

- Meta Ads Manager
- Campaign Optimization & A/B Testing
- Performance Analysis & Reporting
- Audience Targeting & Retargeting

Technical Skills

Marketing & Ads Platforms

Meta Ads Manager, Google Ads





Design & Editing Tools:

Adobe Premiere Pro, Adobe Photoshop, Canva, CorelDRAW

Productivity Tools:

Microsoft PowerPoint, Microsoft Office Suite

Courses

Sep – Nov 2023	Market Research and Consumer Behavior  IE Business School
March – April 2023	Fundamentals of Social Media Advertising  Meta
March – May 2024	What is Social?  Northwestern University
Jan – April 2023	The Sustainable Development Goals – A global, transdisciplinary vision for the future  University of Copenhagen

Languages

Hindi



English

