

Raj Chandani

AI-Powered Digital Marketing & Marketing Automation Specialist

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Professional Summary

AI-powered Digital Marketing and Marketing Automation Specialist with a background in Journalism & Mass Communication and freelance experience helping businesses grow through content strategy, AI-assisted workflows, social media management, paid advertising, and business process automation. Skilled at combining creativity, analytics, and AI tools to improve marketing efficiency and customer engagement.

Core Skills

Digital Marketing, Content Strategy, Social Media Marketing, Meta Ads, Google Ads, SEO Fundamentals, Analytics, AI Content Creation, Prompt Engineering, Workflow Automation, ChatGPT, Claude, Gemini, API Integrations, Marketing Automation, Lead Generation, CRM, Client Communication, Project Management

Professional Experience

AI & Digital Marketing Consultant (Freelance)

- Built AI-assisted marketing workflows to reduce repetitive work.
- Developed content automation processes and publishing workflows.
- Managed digital marketing campaigns across Meta and Google platforms.
- Created content strategies for startups and small businesses.
- Optimized campaign performance using analytics and reporting.
- Consulted businesses on automation opportunities to improve operational efficiency.

Media Management Freelancer

- Managed social media calendars and campaigns.
- Coordinated content production with designers and creators.
- Increased brand visibility through content strategy and audience engagement.

Selected Projects

- AI Marketing Content Automation System
- Social Media Content Planning Workflow
- AI Business Process Automation Solutions
- AI-assisted Campaign Planning & Optimization

Education

Bachelor of Arts (Media, Public Relations & Digital Communication), Parul University (2019–2022)

Languages

English, Hindi, Gujarati, Sindhi

Note: Tailor this resume with quantified achievements (e.g., % growth, hours saved, ROI) for each application to maximize interview success.