

# PRAKASH RAJ

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[Portfolio Link 1 \(Presentation\)](#) • [Portfolio Link 2 \(Document\)](#)

## CAREER OBJECTIVE

I strategise content with best SEO practices to generate marketing Leads. Evolved from a content writer to mobilise end-to-end campaigns spotlighting decision-makers. Crafted high-stakes narratives; papers selected for MIT forums. Can execute multichannel outreach: Email, LinkedIn, and Google Ads.

## SKILLS

- Content strategy and architecture
- Strategic marketing and outreach
- Digital advertising (LinkedIn, Google Ads)
- End-to-end campaign orchestration
- Core K-12 and EdTech domain expertise
- Niche audience targeting
- Conversion SEO copywriting
- Digital and technical competency
- Social media marketing
- Google Analytics (intermediate)
- Strategic content planning
- B2B marketing strategy

## EXPERIENCE

### EdTech Content Strategist & Marketing Lead

07/2024 - Current

*Ivdisplays Digital Services Pvt Ltd - Kolkata*

#### Strategic EdTech Content Architecture & Web Revamp

- End-to-End Website Strategy: Spearheaded the complete content overhaul of the company website.
- UX & Conversion Writing: Engineered strategic Call-To-Action (CTA) placements and landing page copies.
- Holistic Collateral Development: Designed the full suite of sales enablement assets, including holistics.

#### EdTech B2B Marketing & High-Ticket Outreach (The "Expansion" Phase)

- Niche Audience Targeting: Orchestrated precision-targeted outreach campaigns aimed at high-authority K-12 School districts decision-makers by manually curating authentic, high-value prospect lists.
- Campaign Narrative Design: Positioning the company as a recession-proof partner.
- Multi-Channel Execution: Managed a diverse marketing mix including organic LinkedIn growth, "Boost" advertising, and Google Ads, successfully converting cold traffic into LinkedIn connections and initial conversations.
- Premium Publisher Partnerships: Led high-investment collaborations with industry giants Education Week and District Administration, managing E-blasts to drive qualified traffic.

#### Thought Leadership & Global Community Engagement

- MIT & UNESCO Recognition: Authored papers on "AI in Education" selected for presentation at MIT AI Education Summit.
- Community Building (AIK12): Managed the content strategy for the AI4K12 global community, producing monthly newsletters and surveys that fostered dialogue among researchers and educators on critical thinking and AI assessments.
- Event & Trade Show Strategy: Curated comprehensive content portfolios and video assets for major US trade shows, ensuring brand consistency across physical and digital touchpoints.

**Junior Copywriter**  
*Sankraft Global - Delhi*

**03/2024 - 06/2024**

- Comprehensive content strategies for a diverse clients.
- Led in-depth research, brainstorming.
- Attended client meetings, decoded briefs, learnt tailored Copy writing and content calendars.
- Social media strategies in PPTs with error-free proofreading.

**Social Media Marketing & Copywriting • Internship**  
*Plan A - Pune*

**09/2023 - 03/2024**

- Crafted engaging copies, created monthly calendar with content bucket.
- Implemented ORM.
- Analyzed audience insights, KPI for monthly reports.
- SMM for Nirmayann golf event.
- Learned to optimize for different platforms and drove increased user engagement.

**Media Based Communication In Electronic Journalism  
And Functioning Of Production Department • Internship**  
*EENADU TELEVISION PRIVATE LIMITED*

**03/2023 - 04/2023**

*Ramoji Film City*

- Learnt script writing and TV news production news writing.
- Conceptualized news through video with help of Adobe premiere pro.

**Financial Service Associate**  
*HDFC SALES - Visakhapatnam*

**01/2021 - 10/2021**

- Built investment strategies, drove equities term life and general insurance.

## **EDUCATION**

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**Master of Journalism & Mass Communication**  
*Andhra University - Visakhapatnam*

**01/2023**

**Bachelor of Business Administration: Marketing**  
*Prism Degree & PG College - Visakhapatnam*

**01/2019**

## **CERTIFICATIONS**

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- Content Marketing, HubSpot Academy, Virtual
- Social Media Marketing, HubSpot Academy
- Digital Advertising, HubSpot
- Creative Writing, Internshala
- Digital Marketing, Internshala

## **ADDITIONAL DETAILS**

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- Workshop on Countering Disinformation by U.S.A Consulate General