

PROFILE

Strategic Digital Marketing professional with over 4 years of experience in driving business growth through cross-functional collaboration and client-focused solutions. Skilled in designing, optimizing, and managing digital advertising campaigns that deliver measurable results. Adept at building strong stakeholder relationships and delivering scalable, data-driven solutions. Passionate about leveraging problem-solving, analytics, and customer-centric strategies to drive business success and foster sustainable growth.

PROFESSIONAL EXPERIENCE

XtraCover

Mar 2025 – present | Delhi, India

Social Media Manager

- Managed brand communication and content strategy across all social media platforms.
- Planned and executed innovative campaigns, content calendars, and audience engagement initiatives.
- Led high-quality content shoots and introduced new content formats to boost engagement.
- Edited and optimized Reels and short-form videos; assisted in designing visual assets.
- Ensured brand consistency and integrated trending formats and industry updates into strategy.
- Coordinated with freelancers for SEO and Online Reputation Management (ORM).
- **Achieved 281.6% growth in LinkedIn impressions and 1,713% increase in reactions**, with measurable improvement in overall engagement.

Digital Impressions

Jun 2023 – Mar 2025 | Faridabad, India

Manager, Social Media Department

- Led cross-functional teams to design and execute multi-dimensional digital marketing campaigns aligned with business objectives.
- Executed high-quality shoot creatives and leveraged content creation expertise to develop engaging visual assets for diverse campaigns.
- Implemented and optimized lifecycle and promotional email marketing campaigns for diverse clients, resulting in measurable customer engagement and business growth.
- Spearheaded creative ideation and execution for digital advertising solutions, achieving an average increase in client performance metrics.

Sarvpriye Foundation

Jul 2021 – May 2023 | Delhi, India

Digital Marketing Manager

- Managed insights-driven projects, enhancing customer engagement and loyalty.
- Collaborated with stakeholders to ensure alignment of marketing strategies with organizational goals.
- Directed and optimized digital advertising campaigns, boosting CTR.

EDUCATION

Guru Gobind Singh Indraprastha University

Jun 2018 – Jun 2021 | Delhi, India

Bachelor of Journalism and Mass Communication | 8.49

CGPA

SKILLS

Digital Marketing Strategy	Client Relationship Management
Digital Advertising Campaign Optimization	Analytical Tools: Google Analytics, Adobe Analytics
Problem-Solving and Critical Thinking	Cross-Functional Collaboration
Platforms: Google Ads, Mailchimp, Shopify, Brevo	Tools: Basecamp, Notion, Photoshop, Illustrator, Canva

CERTIFICATES

Business Branding | Udemy • Graphic Designing | Udemy • Growth-Driven Design | Hubspot •
Google Analytics for Beginners | Google • Google Ads Measurement Certification | Google •
Digital Marketing Certification | Hubspot • Fundamentals of Digital Marketing | Google

AWARDS

Superstar Performer of the Year Social Media	2024
<i>Digital Impressions</i>	
Star Performer of the Year Social Media	2023
<i>Digital Impressions</i>	
Champ of the month	2023
<i>Digital Impressions</i>	

PROJECTS

Xtracover 	Mar 2025 – present
<i>Marketing, Branding & Designing</i>	
Cloud9 Designs 	Jun 2023 – Mar 2025
<i>Social Media Management</i>	
Myra bags 	Jun 2024 – Mar 2025
<i>Influencer marketing management</i>	
The Cotton Basket 	Jun 2024 – Dec 2025
<i>Social Media Management</i>	
Shroff Eye Centre 	Jun 2023 – Mar 2025
<i>Social Media Manager</i>	