

Ayush Sharma

ayushsharma.xcvi@gmail.com / 07018191916 / S/o Vanita Vashisht, Opp. Canara Bank, Dharamshala Road, Gaggal Khas, V.P.O.
Gaggal, Distt. Kangra, Kangra, Himachal Pradesh

Summary

A motivated and tech-savvy individual with excellent communication skills and experience in the field of Digital Marketing in various capacities. Other skills include public speaking, creative problem solving, intermediate-level content writing, and search engine optimization. Able to communicate effectively with a team and very keen to develop more professional skills, such as product development, project management, etc. Recently, I have realized how amazed I feel when I learn how all these companies market their products. It's almost magic and I want to learn that. Tech is my final stop and I wanna develop the skills necessary to reach there. So, right now digital marketing is what I want to focus on. As mentioned above, I am a sucker for all things tech, and I am going to put all that I have, into developing and improving myself, in order to excel in any field.

Employment History

Social Media Coordinator

GeekyAnts India Pvt. Ltd. • Bangalore, Karnataka
03/2022 - Present

Summary

GeekyAnts is basically a services company offering web and mobile app design and development services. It is a community-driven company, hence they organize a number of events every month aimed at collaboration, knowledge sharing, and networking.

As a Social Media Coordinator, I am currently handling all the social accounts of the company, primarily:

- LinkedIn
- Twitter
- Instagram
- YouTube

Major Tasks

Right from scheduling the posts, to getting the creatives made, by the graphic designer, to crafting the captions and making the posts, I handle everything.

I constantly keep researching about the new initiatives that we can take to boost the business, as well as the brand image of the company through our social channels. Apart from making suggestions regarding the new campaigns, I have actually learned a lot as well, primarily in terms of the campaigns that are/were already going on.

A major part of my job here is to ensure a smooth exchange of information, knowledge, and data between the different teams, like the video team, the developers' team, the graphics team, and my, social team, so that all the scheduled posts are made on time.

Key Takeaways

The key takeaway in my opinion would be the ability that I have developed while working at GeekyAnts as a social media coordinator, of being able to differentiate between the two major types of posts. I can look at a social media post now and deduce exactly the intention behind that post.

Apart from that, I was even taught how to use Adobe Illustrator. It was my first brush with the tool, and however little I have learned to use the tool, it's all because of the amazing team that I was working with. And, to be honest, I would like

to learn it further. It is very expansive and extremely useful.

Also, I have learned the ability to brainstorm and come up with ideas for new campaigns, based on the end goal that we're looking to achieve, through that campaign.

Key Results

Follower Count - April (when I joined) vs. Now

- LinkedIn - 42,000 vs. 123,000+
- Twitter - 4,700 vs. 5,430
- Instagram - 1,100 vs. 1,694
- Youtube - 4,050 vs. 5,310

Obviously, this growth isn't entirely on me, it was a team effort, or rather an effort of more than one team. But, I have ensured we stick to the social calendar, make quality content posts, and do not spam our audience.

SEO Executive

Unyscape Infocom • Noida, Uttar Pradesh

03/2021 - 04/2022

Keyword Research - I've handled keyword research for new projects from scratch and have been updating and rechecking the list from time to time to ensure that the repository stays up to date with the current market trends.

Technical SEO - I was exposed to technical deets of the websites and was taught how they are measured and analyzed so that any issues that prevail are easily brought to notice.

Content SEO / Marketing - With impeccable grammar skills and experience in the content field, I believe I make an excellent choice for content-related tasks.

- I have worked on content ideation. Right from the preliminary research in order to find the most traffic generating ideas to creating briefs for the content writers.
- So, many of the content-related tasks that didn't exactly fall under the purview of the content team, were assigned to me. I have single-handedly crafted high-traffic generating meta titles and meta descriptions for blog/category/product pages.
- Also, I've worked on finding content creation and expansion opportunities based on research on the current market trends and studying the content already on the website.
- eSports Content Ideation - Currently, I am working closely in tandem with the content team of an online sports magazine and have been ideating content for the eSports section on the website, primarily.

Backlink Research & Creation - Backed by extensive competitor research, I have worked to find websites with respectable DA so that backlinks from the same can be created for the website in question and authority driven back from the backlinking sources to the actual domains.

YouTube SEO - Backed by extensive competitive research and research on the current market trends, I have worked on crafting meta titles and descriptions for YouTube videos so that they see a boost in traffic as a result of higher impressions and CTR.

Digital Marketing Intern

Penthara Technologies • Mohali, Punjab

01/2021 - 03/2021

It was my first brush with the field of digital marketing hence I was given a brief overview of what digital marketing is and what challenges my roles would bring.

I started with creating the social media calendar for the company's social media handles and was given access to the company's Buffer account and that is what I started handling the social media posts on behalf of the org on its Facebook, Twitter, and LinkedIn accounts.

Next, I was taught to create customer funnels as well as landing pages on Dynamics 365, and set up Email Marketing Campaigns on Mailchimp.

Content Writer

Freelance • Dharamshala, Himachal Pradesh
10/2018 - 11/2019

I basically worked as a freelance writer for a media website. A major chunk of my responsibilities included covering news and lifestyle articles. I have written about 180 articles ranging up to 500 words typically.

This opportunity was my first brush, working with a corp and I believe it has really helped grow my interest in this field.

Administrative Operations Intern

DevelopmentLogics Solutions Pvt. Ltd. • Dharamshala, Himachal Pradesh
05/2016 - 07/2016

This internship was a part of my curriculum for the graduation course. I interned as an operations intern. I worked under the Vayudoot ISP and my tasks included sorting and organization of KYC forms. I had to look for errors and omissions in the forms and complete them. Other than these tasks, I even handled customer queries and provided them with solutions.

Professional Skills

Content Creation, Leadership Skills, Team Management, Research, Business Management, Digital Marketing, Search Engine Optimization, Search Engine Marketing, Content Marketing, Email Marketing, MailChimp, SEMrush, Microsoft office, Marketing, Google Search Console, Google Analytics, Google Docs, Screaming Frog

Education

PGDBM - Marketing Management

Narsee Monjee Institute of Management Studies (SCE) • Mumbai, Maharashtra
01/2022
7.65

Bachelor of Business Administration

Government Post Graduate College (HPU) • Dharamshala, Himachal Pradesh
07/2017

- I have organized several events at the inter-department and inter-college levels, during the course of graduation.
- I was the chief editor for the yearly magazine of my department in the final year.

LinkedIn Profile

Please visit my LinkedIn Profile, by clicking on the following link, in order to learn more about me and about the various certifications that I have earned.

www.linkedin.com/in/ayushsharma126

Languages

English, Hindi, Punjabi