

# Sandeep Singh

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## EDUCATION

Jan 2023 — Apr 2024	Master of Business, Indian Institute of Management–Rohtak (IIM–Rohtak)
Aug 2016 – July 2018	Masters in Mass Communication, Guru Gobind Singh Indraprastha University
Aug 2012 – July 2015	Bachelor of Arts in History, Delhi University

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## PROFESSIONAL EXPERIENCE

### **Digital Media Marketing Head, Shaurya Aur Vivek Defence Academy (SAVDA)**

Jul 2022 — Present

- Developed and implemented comprehensive social media calendars, driving a cohesive and consistent online presence across platforms.
- Led social media marketing efforts on Meta (Facebook & Instagram), resulting in a 60% increase in engagement and a significant boost in follower growth.
- Managed and optimized Meta ad campaigns, achieving a +89.43% increase in conversions and significantly lowering the cost per acquisition (CPA).
- Utilized analytics to refine social media strategies, ensuring content resonated with target audiences and contributed to overall business growth.

### **Digital Marketing Analyst/Content Creation/Faculty Member, TOPPR**

Jan 2022 — Apr 2022

- Crafted compelling ad copy resulting in an increase in ad engagement metrics and an improvement in conversion rates for the Neo project.
- Utilized ad platform expertise including Meta Ads to execute targeted PPC campaigns, resulting in a 45% increase in overall campaign effectiveness.

### **Digital Marketing Analyst/Content Creation/Educator, Unacademy**

Jan 2019 — Dec 2021

- Implemented social media marketing strategies, including detailed content calendars for Meta platforms for unacademy plus project.
- Successfully ran Meta ad campaigns that increased subscription revenue by 25%, leveraging data-driven insights to refine targeting.
- Monitored social media performance and adjusted strategies to maximize audience engagement and campaign outcomes.

### **Marketing Analyst, Templatolio**

Aug 2018 — Dec 2018

- Designed and managed social media marketing campaigns for clients like Pride Hotel and Lemon tree chain, focusing on content calendar creation and Meta ad execution.
- Achieved a 15% increase in client revenue by optimizing social media strategies and ad performance on Meta.

### **Data Analyst Intern, DENTSU**

Jan 2018 — Apr 2018

- Collaborated with Adidas as a client, spearheading the social media ad Collaborated on social media ad campaigns for top clients such as Adidas and Google

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## COURSES

Sep 2018	Social Media Marketing , Northwestern University
Jan 2022	Google Data Analytics , Google
Feb 2024	Tableau Training Certificate