

CONTACT

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HIMANSHU SHARMA

MARKETING MANAGER

To, The Hiring Manager

I am writing to express my interest in the required position at your organization. I am a content manager & certified digital marketer with 4+ years of experience in content and digital marketing. I have a proven track record in producing content, managing digital strategy, running digital ad campaigns & management, with corporate marketing communications.

I'm certified in Digital Marketing & Analytics from the Indian School of Business and I'm currently pursuing an MBA in Business Analytics from Liverpool Business School, where I have learned Data Collection & Analysis, Marketing Management, and Decision Sciences. Also, it has provided me with a strong foundation in Business Economics, Accounting & Finance, and the analytical skills necessary to understand and respond to market trends.

In my current role as a Marketing Manager at MAGPPIE, I manage digital & social media marketing initiatives around Facebook, Instagram, Google, and LinkedIn and run digital ads to generate leads and increase the brand's digital footprint across multiple platforms.

Before this, I worked with Q&I (India Today) and Careerfly where I managed brand social media channels and led a team of creative individuals to maximize digital & social media impact.

I am confident that my experience will make me a valuable addition to your team. I am excited about the opportunity to bring my skills and experience to the company's success.

Thank you for your consideration. I look forward to discussing this opportunity with you.

Best Regards,

HIMANSHU SHARMA

Himanshu Sharma

Marketing Manager (Content & Digital Marketing)

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SUMMARY

Marketing Manager with 4+ years of experience specializing in Content & Digital Marketing. Skilled in developing and implementing marketing strategies to promote products & services, optimizing processes for enhanced efficiency, and coordinating cross-functional teams to deliver projects on time with a focus on customer satisfaction.

KEY SKILLS

- Marketing Strategy & Research • Social Media Campaigns • SEO & Keyword Optimization • Content Writing & Strategy
- SEM • Lead Nurturing & Conversion • Influencer Marketing • Team Leadership • Email Marketing • Organic Search
- PPC Campaigns • Analytics & Reporting • Problem Solving Skills • Google Docs • Content Ideation • OOH Advertising
- Funnel Optimization (TOFU, MOFU, BOFU) • Performance Marketing • A/B Testing • Online Advertising • Display Campaigns

TECHNICAL SKILLS

- Facebook Ads • LinkedIn Ads • Google Ads • Google Analytics • Hootsuite • Mailchimp • Klaviyo • Tableau
- Looker Studio • SEMrush • Canva • Google Keyword Planner • AI Sensy • Asana • Google Tag Manager • Meta Suite

EDUCATION

MBA Business Analytics

Liverpool Business School [Feb '25 - Dec '25]

PGD Advance General Management

IMT upGrad [Jan '24 - Dec '24]

Digital Marketing & Analytics

ISB [Feb '24 - Jun '24]

BA Journalism & Mass Communication

Galgotias University [Aug '17 - Sep '20]

KEY MARKETING PROJECTS

Objective: To generate & capture organic leads from Instagram | MAGPPIE

- **Solution:** Streamline Lead capturing and implement DM automation
- **Achievements:**
 - Put in place Manychat for Instagram DM automation in 2 days to capture leads autonomously
 - Generated **700+** high-quality organic leads from brand's Instagram page
 - Achieved a conversion rate of **7%** resulting boost in business and Instagram following from **12K to 35K** in 3 months

PROFESSIONAL EXPERIENCE

Marketing Manager

MAGPPIE [Sep '24 - Present]

Delhi, IN

- **Lead Generation & Organic Growth:**

Produced 700+ qualified leads organically through targeted Instagram campaigns, achieving a 7% conversion rate and growing followers from 12K to 35K within three months.

- Devised and executed a comprehensive content strategy on Instagram, curating top-tier content featuring user testimonials and video interviews using Canva and Adobe Premiere, resulting in a **40% boost in brand awareness**
- **Marketing Automation:**
Implemented 2 marketing automation tools like AI Sensy for WhatsApp marketing and Manychat on Instagram to streamline lead generation and nurture customer relationships.
- **Project Management & Performance:** Successfully managed 12 marketing campaigns within budget and delivered on time, contributing to an increase in marketing-attributed revenue.

Assistant Manager

Q&I (India Today) [Jun '23 - Sep '24]

Noida, IN

- Managed social media presence on YouTube, Facebook, Instagram, and LinkedIn, enhancing brand visibility & growing Facebook followers from 2,000 to 12,000 (**6X**) via targeted ad campaigns reaching a million-page audience, utilizing age, interests, and location demographics
- Analyzed data and monitored industry trends using Google Trends, Analytics, and **Audiense tools** to optimize strategies and leverage the emerging trend of influencer marketing.
- Organized and oversaw company events at schools, orchestrating career fairs, workshops, and seminars, resulting in the creation of roughly **20 new business prospects**.
- Handled budget of ₹15 lakhs to optimize lead generation via strategic utilization of Google Analytics, **culminating in a surge of high-quality leads through targeted social media campaigns**.

Social Media Manager

Careerfly [Nov '21 - Jun '23]

Noida, IN

- Directed the establishment of the brand's online presence, overseeing Instagram and Facebook platforms, and guiding a team of 7 creative professionals while **significantly enhancing brand awareness through visual storytelling**
- Headed the development of educational and tutorial video content, brand graphics, website articles, and **more to enhance audience engagement**
- Achieved a consistent monthly generation of 200 leads and drove a **20% increase in followers** on Facebook, LinkedIn, and Instagram, all within a budget of ₹20,000, utilizing targeted social media ads and strategic content marketing.
- Collaborated with the content production team to create video content for various courses, overseeing their publication and cataloging on the Vimeo platform resulting in **enhanced course completion rates**.

INTERNSHIPS

Marketing Executive

Bizgurukul [Mar '21 - Sep '21]

Noida, IN

- **Influencer Marketing | Social Media Management & Content Delivery | Content Creation & Content Marketing**

Editorial Executive

Founder India [Jan '20 - Jun '20]

Gurugram, IN

Content Production | Content Writing | Social Media Management

ADDITIONAL INFORMATION

- **Languages:** Hindi (Native) & English (Professional)