



KALPANA

DIGITAL MARKETING MANAGER

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Patel Nagar, Delhi

EDUCATION

Bachelors of Business Administration

K.R. Mangalam University
2019-22

LANGUAGE

English (Fluent)

Hindi (Fluent)

About Me

Results-driven marketing professional skilled in digital marketing, AI tools and creative strategy. Expertise in lead generation, video editing, social media management, and client engagement. Adept at data analysis, presentations, and collaborating with leadership to achieve business goals. A versatile multitasker with a knack for innovation and delivering impactful solutions.

WORK EXPERIENCE

July 2022 - Present

Wealth Clinic Private Limited

Digital Marketing Manager

- Develop and execute performance-driven lead generation campaigns aligned with company goals.
- Strategize and optimize the lead generation process on CRM through-out the company for maximum efficiency.
- Create and edit videos for ads and social media to enhance engagement.
- Interact with clients at events and capture video testimonials.
- Coordinate with designers for trending creatives
- Oversee website updates with outsourced agency.
- Manage social media postings across all platforms.
- Prepare presentations for key events like R&R, Property Parade, etc.
- Work closely with the CMD, reporting directly on critical initiatives.
- Analyze campaign performance and generate detailed reports.
- Leverage AI tools like ChatGPT, DeepSeek, AI avatars, videos, and images for innovative solutions.
- Take on additional roles to support company objectives, wherever possible.
- Received Star Social Media Marketer Award at R&R 2024.
- Received Best Performance Award at R&R 2025.

SKILLS

- Lead Generation
- Performance Marketing
- AI Tools Proficiency
- Social Media Management
- Video Editing
- Content Creation
- Client Engagement & Relationship Management
- Creative Design Coordination
- Data Analysis & Reporting
- CRM Tools
- Sales Pipeline Management
- Negotiation & Persuasion
- Brand Collaboration
- Scriptwriting
- Video Production Assistance
- Email & DM Management
- Presentations
- Strategic Planning
- Campaign Optimization
- Event Management
- Multitasking & Adaptability
- Executive Collaboration & Communication
- Influencers Industry Knowledge
- Website Management
- Agency Coordination

WORK EXPERIENCE

September 2021 - December 2021

The Language Network

Business Development Executive

- Conducted outbound calls to prospects effectively promoting and selling foreign language courses.
- Achieved sales worth Rs.95,000 through persuasive communication and negotiation skills.
- Gained hands-on experience with CRM tools for leads management and tracking.
- Developed strong negotiation and persuasion skills to convert leads into customers.
- Built & maintained relationships with prospects, ensuring a high level of customer satisfaction.
- Consistently met & exceeded sales targets, contributing to company's revenue growth.
- Enhanced understanding of sales pipelines and customer acquisition strategies.

October 2018 - June 2022

FitManjeet

Social Media Manager

- Managed a YouTube channel with 2 Million+ subscribers and an Instagram account with 370K+ followers, growing them from scratch.
- Created and scheduled engaging content across platforms, ensuring consistent posting and audience engagement.
- Negotiated and secured paid sponsorships with brands, maximizing revenue opportunities.
- Handled email communications and DMs, maintaining strong relationships with followers and brands.
- Generate creative video scripts and assisted in end-to-end video production and shoots.
- Analyzed performance metrics to optimize content strategy and drive growth.
- Built and maintained a strong online presence, enhancing the influencer's brand and reach.