

VIMAL GUPTA

Social Media Marketing

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ABOUT ME

Dynamic Social Media Executive with 1.8 years of experience managing Facebook, Instagram, LinkedIn, Pinterest, and LinkedIn Sales Navigator. Experienced in content creation, Canva design, VN video editing, strategy formulation, and community admin. Skilled in scheduling, hashtag discovery, audience targeting, and performance tracking. Meta Ads experience with a willingness to learn advanced campaigns. Interested in organic growth and consistent messaging across the channels.

EDUCATION

BACHELOR OF ARTS, (KANPUR UNIVERSITY)	2024
DIPLOMA , (BOARD OF TECHNICAL EDUCATION UTTAR PRADESH)	2021
12 TH , (U.P BOARD)	2017

SKILL

- Social Media Optimization (All platforms)
- Meta Ads
- Canva Design
- Content creation
- Email campaign
- Linkedin Sales's navigator

WORK EXPERIENCE

Adroit Synergies pvt ltd :- Social Media Executive (LinkedIn marketing)

DEC 2022 – JUNE 2023

Specializing in LinkedIn and social media marketing, I blend creativity with analytics to build meaningful connections between brands and their target audience.

- Managed and optimized Airtel's LinkedIn page with consistent branding and updates.
- Created and scheduled B2B posts, client stories, and company updates.
- Used LinkedIn Sales Navigator to target leads and key decision-makers.
- Tracked post performance and prepared weekly insight reports.

Webixy Technology pvt ltd :- Social Media Marketing

July2023 - June2024

Proficient in creating impactful social media strategies that drive engagement, boost brand visibility, and deliver results across platforms like Instagram, Facebook, LinkedIn, and Pinterest – blending creativity with analytics to build lasting digital presence.

- Handled end-to-end management of social media accounts (Facebook, Instagram, LinkedIn, Pinterest), including posting, creatives, and audience engagement.
- Created platform-specific content using Canva and VN Editor; followed trends and used hashtags to increase organic reach.
- Planned monthly content calendars, scheduled posts using Meta Business Suite, and maintained brand voice across platforms.
- Analyzed account performance (reach, engagement, growth), created reports, and optimized strategies using insights and LinkedIn Sales Navigator.

Digital360 - Social Media Marketing

Nov 2024 - Feb 2025

Driven by creativity and strategy, I create data-backed social media campaigns that connect brands with their audience through engaging content, platform expertise, influencer collaborations, and consistent performance analysis.

- Managed complete social media operations across Facebook, Instagram, LinkedIn, and Pinterest – overseeing content planning, design, publishing, and audience interaction.
- Developed customized content for each platform using Canva and VN Editor, leveraging trends and strategic hashtags to enhance organic visibility.
- Structured and executed monthly content calendars, scheduled posts via Meta Business Suite, and ensured brand tone consistency across all channels.
- Monitored social media performance metrics like reach, engagement, and growth; generated performance reports and refined strategies using analytics and LinkedIn Sales Navigator.
- Collaborated with influencers and content creators to boost campaign reach, align brand messaging, and drive higher engagement across social media platforms.

Certificate

DIGITAL MARKETING GRAPHIC DESIGN SMART ENGLISH BASICS FOR PROFESSIONAL ADVANCE EXCEL