

# SAHIL SINGHAL

## Carrier Objective -

Diligent brand coordinator with 1+ years of experience building the digital presence of many organizations. To excel as a brand media professional eager to support through marketing & managing skills with in-depth knowledge of integrated brand management.

## Contact -

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## Skills -

1. Social media management.
2. Brand management.
3. Creative content writing.
4. Interpersonal skills.
5. Market Research.
6. Leadership.
7. Teamwork & management.
8. Communication.
9. Ms- Office.
10. Multitasking.

## Employment -

The Digital Abode | October 2021 - Present

### Social Media Manager

- A strategic approach to brand communication across all media platforms (digital multimedia, marketing/sales materials, education, and promotions).
- Coordinate and Interact with brands to better understand their expectations and execute promotional campaigns on social media platforms accordingly.
- Developed effective brand awareness by tracking the target audience and adjusting the message accordingly through marketing strategies.
- I have written actionable content for many websites and company profiles.
- Maintained brand innovation and kept abreast of the latest social media trends.

### Key Achievements -

- Introduced a beginner's course, 45% more client conversion was achieved by identifying an accurate target customer base.
- With new copywriting and content strategy, engagement on Instagram increased by 349% and conversion rate by 111%.

Digital Height | April 2021 - Oct 2021

### Digital Marketing Internship

- Written and delivered a vast variety of content such as blogs, articles, newsletters, social media posts, captions, reel content, and video content.
- Manage many social media accounts of various clients to boost their social presence through my strategies.
- Contributed to all of a brand's company social media profiles and partner channels by writing, editing, and publishing content.
- Engage with reader's responses to articles and monitor brand mentions on all social media platforms.
- Served as the marketing and PR agency's consultant and project manager.

## **Key Achievements -**

- Scaled a client's Facebook page by 120% more reach and conversion.
- Gained a better prospect to understand the market and consumer behaviour.

Freelancing

## **Content Writing**

- Written and delivered 50+ blogs for the website of my clients.
- Working with IT, Finance, and Management based organizations.

Antara Traders | September 2019 - Present

## **Wholesale Trading Business**

- keep eye on market demand and supply.
- Manage the cash flow and Inventory.
- Communicate and maintain relationships with clients.

True Com Retailers | March 2017 - September 2019

## **E-commerce Business Management**

- Track and manage all of their e-commerce business portals on Amazon, Flipkart, Snap deal, etc.
- Communicate with brands for business development.
- Ensure the order flow on each business portal.
- Delivered more than 30000+ orders to the business.

## **Education -**

July 2019 - July 2022

### **Bachelor's of Computer Science**

Jiwaji University

2018-2019

### **Higher Secondary**

Saraswati Shishu Vidhya Mandir, Gwalior

2016-2017

### **High School**

Saraswati Shishu Vidhya Mandir, Gwalior

## **Extra Curricular Activities -**

- Coordinator of the college's Youth Festival.
- Volunteering with the local municipal corporation.
- Played district & national competitions of Badminton.