

SUMIT CHAUDHARY

Subhash Colony, Near Mind Convent School, Ballabgarh, Faridabad, Haryana
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SUMMARY

Social Media Marketer actively building a career in digital marketing. I create content strategies, identify niche audiences, and help brands grow online. Alongside my job, I write SEO-optimized blog posts and consistently rank them on Google — sharpening my skills through real-time SEO practice and content performance tracking. I'm passionate about data-driven growth and long-term impact.

WORK EXPERIENCE

Social Media Strategist & Content Writer

Social Three Sixty, Faridabad

Nov 2023 - Present

Job Role & Responsibility

- Managed Instagram accounts for USA & UK-based foreign clients, optimizing profiles and generating qualified leads.
- Created targeted audience lists for meta ads, wrote engaging reel scripts, and provided strategies
- Design creative Canva templates for brands. Wrote engaging real scripts, and provided SEO friendly keywords.

Area of Expertise

- Lead Generation for small foreign brands and service-based businesses.
- UGC Creation and influencer marketing research.
- Content Writing & Keyword Research for higher organic reach.
- Canva Design & Social Media Creative Direction.
- Campaign performance tracking using Google Sheets & advanced MS Excel.

DSC Business, Ares Global Solution

Mar 2023 - Oct 2023

- Managed the issuance and renewal of Digital Signature Certificates
- Ensured document compliance and customer verification processes
- Provided backend support to clients in the digital certification lifecycleHandled bookkeeping, bank statements, and invoicing in Tally
- Maintained accurate sales/purchase records and financial data entries

Accountant, Intern Under a CA

Jan 2023 - Mar 2023

- Filed GST returns and managed Tally entries (sales, purchase, bank)
 - Assisted in day-to-day accounting and client financial documentation
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EDUCATION

Bachelor of Science in Computer Science

Sep 2020 - Oct 2023

Pt. Jawahar Lal Nehru Government College Faridabad

12th

June 2019 - Apr 2020

Govt. Model Sanskriti Sr. Sec. School,HBSC Board

10th

Apr 2015 - Mar 2019

Jai Durge Public Sr. Sec. School,HBSC Board

ACHIVEMENTMENTS

- Gained 5M+ views on instagram in one month.
 - Successfully Collaborated with 16+ writer for book promotion campaigns.
 - Managed author accounts.
 - Generated high-quality leads for multiple small foreign brands, boosting their growth and online presence.
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ADDITIONAL SKILLS

- Instagram Organic Growth
 - Excellent Communication & Critical Thinking
 - Social Media Strategy & Management Content Creation & Audience Research
 - SEO Basics & Keyword Targeting
 - Project Management
 - Advanced Excel
 - Power Bi
 - Python
 - SQL
 - MIS Report
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HOBBIES & INTEREST

- Reading Books
 - Creating Creative ideas
 - Writing Social issues
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LANGUAGES

- Hindi
- English