

# Ashish Sharma

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| Platform Expertise | Collaboration & Leadership | Community Engagement | Trend Analysis |

Social Media Manager with expertise in digital strategy, content production, and audience growth. Proven track record in driving engagement, optimizing algorithms, and enhancing brand visibility across industries.

## Experience

### DGB Training and Consulting – Social Media Manager, Gurgaon

Nov' 2023 - Present

DGB Training and Consulting provides impactful education across industries, focusing on personal and professional growth. Partnered with Gold Banyan, it drives organic growth through tailored digital strategies.

- **1900% growth** in followers, increasing the client's Instagram account from **2.5K to 50K** followers in just **10 months**, significantly enhancing interaction and visibility.
- Over **1000% growth** in social media account reach and engagement, significantly elevating brand visibility and audience interaction.
- Stayed ahead of social media trends and adapted to algorithm changes, optimizing content strategy to ensure maximum engagement and reach.
- Successfully managed Facebook Ads campaigns, optimizing ad performance to maximize ROI and effectively reach targeted audiences.
- Developed content strategies that led to substantial increases in followers and interactions across multiple social media platforms.
- Achieved a reach of 4.7 million in 28 days with 51K followers, and grew another account to a 3.6 million reach with 6K followers.

### Shonav Creations Pvt. Ltd. – Production Manager & Management, Raipur

Nov' 2022 - Nov'2023

Shonav Creation is a dynamic production house dedicated to crafting exceptional visual stories and creative content.

- Collaborated with the team to discuss and organize shoots, ensuring all production phases - pre-production, production, and post-production, were well-coordinated.
- Also did videography of multiple videos like some stories, corporate videos.
- Produced corporate video shoots for companies such as L.K Logistics, Vedanta, Jindal Steel and Power Plant (Angul), A.T Jewelers, Earthsthal plant, Apollo Sage Hospital, Shubh Honda, SJ Group, Radiant Coal, Prakash Industries, Shree Shyam Oil Plant, Jindal Power Limited (Tamnar) and Jindal Steel & Power (Raigarh).
- Led social media advertising campaigns, driving significant growth in the company's online presence, including increasing YouTube subscribers from 3.3k to over 16k.
- Conducted social media analysis to optimize performance and engagement across platforms.
- Developed employee workload distribution and organized monthly work schedules to ensure efficient project management.

### Roty's Den – Video Editor

Mar' 2021 - Sep' 2021

Roty's Den is a gaming organization uniting players and fostering competitive excellence.

- Created highlights from the live stream for the channel.
- Produced montage shots featuring gaming videos and funny clips.
- Managed the YouTube channel to drive growth and engagement.
- Analyzed audience engagement to provide tailored content.

## EDUCATION

2018 - 2021

Graduation - Bachelor of Journalism and Mass Communication

## SKILLS

Social Media Optimization (SMO) | Social Media Strategy | Trend Analysis & Research | Keywords Research | Video Editing | Photography

## SOFTWARE

Adobe Premiere Pro | Adobe Lightroom | Canva