





# Vipul Sharma

Experienced Social Media Manager with Proven Results: Boosting Engagement and Driving Growth Across Platforms for Brands & Businesses


 sharmavipul

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Dedicated digital marketing professional with a proven track record of delivering exceptional results for diverse industries. My broad range of expertise in various marketing techniques and platforms, coupled with my passion for learning and growth, make me an ideal candidate for any marketing role

## EDUCATION

**Sigma Institute of Engineering**  
B.E/B.Tech, Computer Science

(June 01, 2014 - June 01, 2018)

## LANGUAGES

**English**

Expert

**Hindi**

Expert

## WORK EXPERIENCE

**Eliteelan, LLC**

Social Media Marketer

(November 01, 2017 - November 01, 2018)

- Develop, implement, and schedule social media strategies, while monitoring engagement and customer inquiries for various social media platforms. Conduct research on industry trends, target audience behavior, and competitor analysis to create engaging content
- Analyze social media performance metrics, collaborate with cross-functional teams, and present findings to senior management for consistent brand messaging. Write, edit, and proofread content for various platforms, tailoring it to meet the needs of the target audience while adhering to brand guidelines.
- Collaborate with the content team to ensure consistency in tone, style, and messaging, while learning SEO tools and practices to optimize content for search engines. Stay up-to-date with the latest trends in the industry to incorporate them into content strategies.
- Improved website traffic by drafting over 110+ high-quality product descriptions optimized for SEO.
- Generated an impressive 4x ROAS with successful Facebook advertising campaigns across multiple markets. Produced engaging and informative content, including blogs, videos, social media posts, and infographics, to increase brand awareness and drive website traffic.
- Managed and grew Facebook and Instagram channels, building a loyal community of customers and brand advocates. Collaborated with graphic designers and video editors to create visually appealing and informative content for social media channels and advertising.
- Sourced over 100+ high-quality product pictures to make the website more visually appealing and user-friendly. Implemented latest trends and best practices to generate organic traffic and increase sales.
- Contributed valuable insights and ideas for branding and marketing strategies, increasing visibility and revenue for the Shopify store.

 <https://theelitetrends.com>

## Webmyne Systems Private Limited

(December 01, 2018 - February 01, 2019)

### Business Development Executive

- Conducting research to identify and evaluate potential clients and markets to pursue for business growth. Building and nurturing relationships with existing and potential clients, fostering trust and loyalty to drive long-term business success.
- Developing and executing sales strategies to generate leads through various channels such as social media, email marketing, cold calling, and networking events. Creating compelling business proposals and delivering engaging presentations to potential clients to close deals and win new business.
- Monitoring market trends and analyzing competition to identify opportunities for improving the organization's business development activities and strategies.
- Generated leads and business opportunities through strategic planning and execution of business proposals and email marketing templates. Utilized online freelance platforms such as Upwork and People Per Hour to reach potential clients and establish strong business relationships.
- Made successful cold calls to market firm's services and generate leads, resulting in the acquisition of multiple new clients and increased revenue for the company.
- Effective utilization of various communication channels and sales skills resulted in exceptional outcomes and contributed to the company's overall success.

<https://www.webmyne.com/>

## Proactii, LLP

(June 01, 2019 - February 01, 2020)

### Social Media Marketing Manager

- Developing and implementing social media strategies that align with clients' goals and objectives, including researching target audiences, identifying social media platforms, creating content calendars, and measuring campaign effectiveness.
- Managing clients' social media accounts by creating and publishing content, responding to comments and messages, and monitoring accounts for potential issues. Creating engaging social media content that aligns with clients' brand identities, such as graphics, captions, videos, or other multimedia content.
- Analyzing social media metrics and reporting campaign performance using tools like Google Analytics or social media analytics tools to measure engagement, reach, and conversions. Keeping up-to-date with the latest social media trends and algorithm changes to ensure clients' strategies remain relevant and effective.
- Successfully managed and maintained 12+ social media profiles for local businesses, enhancing their online reputation and visibility.
- Collaborated with a creative design team to plan and execute branding, designing, and concept strategies, contributing to the success of several businesses to acquire new customers and brand awareness.
- Co-founded media/news platforms, Chillyflicks, gaining significant traction and recognition for their viral marketing and content marketing efforts. Developed effective social media marketing strategies for a local salon brand, resulting in increased awareness and lead generation amongst their target demographics.
- Managed PR for globally renowned artists such as DJ Aqeel, DJ Danish, and Ragav Sarcar, resulting in increased exposure and engagement on their social media accounts.
- Created compelling scripts for business brochures, templates, media content, and blogs that helped generate leads and exposure within the local area.
- Expertise in social media management, branding, marketing, and PR contributed significantly to the success of multiple businesses and helped build their online presence and reputation.

<https://proactii.com/>

- Develop Amazon sponsorship strategies and campaigns, perform keyword research and management, optimize bids, monitor and optimize spending, bids, negative keywords, targeting, and other metrics. Continuously explore new sponsorship features like Amazon Posts and Live, collaborate with Virtual Graffiti's Amazon team to develop landing page campaigns, refresh storefronts, and optimize listings to boost sales.
- Manage budget allocations and bid parameters to deliver the most efficient results, Create and analyze campaign performance reports to inform relevant teams/vendors. Optimized 100+ product descriptions and A+ infographics content for various vendor channels, conducting research into target audiences and product features, optimizing for search engines, and creating engaging content for potential customers. Channels included Amazon and eBay.
- Reviewed and optimized product listings, monitored feedback and reviews, and addressed concerns to maintain vendor store health and performance. Collaborated with seniors and team management to meet their needs and ensure customer expectations were met. Conducted keyword research using Helium 10 to optimize product listings and improve search engine rankings, resulting in increased visibility and traffic for vendor channels and generating more sales and revenue.
- Managed product listings across multiple vendor channels, ensured accuracy, up-to-date information, and optimization for search engines and customers. Worked closely with vendors to create compelling listings to attract and convert customers. Optimized product listings on Amazon and eBay through effective keyword research and other strategies to improve their organic search ranking. This led to increased sales and revenue for the vendors, as well as improved customer satisfaction and loyalty.
- Collaborated with team members to improve vendor's product listings across all channels, providing ongoing support and guidance to optimize performance and build strong relationships.

<https://theappealguru.com/>

- Led and mentored a team of junior professionals to learn advanced optimization techniques, resulting in their enhanced skills and successful project contributions.
- Developed and optimized social media campaigns for 50+ industries and brands, collaborating with top-grossing agencies and earning a reputation as a reliable team member.
- Collaborated with designers, editors, and writers to create high-quality content for various niches, driving website traffic and conversions and maintaining online reputation.
- Sourced 150+ visually appealing images for clients, driving traffic and conversions. Resolved technical issues by liaising with advertising platform customer support, ensuring smooth campaign execution.
- Used market research tools, including Google Trends and Analytics, and Facebook Insights and Ads Manager, to inform successful marketing strategies across multiple industries, including healthcare, beauty, wellness, NGO, sports, and fashion.
- Created a highly successful Facebook campaign from scratch, with a reach of 828,220 people, 2,883,030 impressions, and 103 purchases, resulting in a ROAS of 5.32X and \$8,719.70 in purchase conversion value. Demonstrated the ability to deliver significant ROI through effective marketing strategies.
- Created a Google Spreadsheet project pipeline that enabled seamless work transactions within the team, containing critical project details for easy access, including Account, Business, and Page IDs.
- Managed client work efficiently by using desktop tracking tools such as Deskttime and communication/task management tools like Slack, Trello, Monday.com, and Zoho Forms. Presented audit and strategy reports using Google Docs and Google Slides, and represented clients using Skype, Zoom, Loom, Anydesk, and Teamviewer.

<https://www.webindiainc.com/>

## OPERATIONS

### Industries

Healthcare & Beauty, Food & Nutrition, Fashion & Clothing Apparel, Health & Beauty, Solar energy & renewable resources, Solar Gadget, Consultancy Services, Visa & Immigration, Education, Banking & Finance, Real Estate, Babycare, Skincare & Beauty, Jewellery & Gifts, Healthcare & Beauty, Sports & Fitness, Vending Machine Consultant, Health & wellness, Home Decor, Healthcare & Beauty Appliances, Glassware, Tools & Equipments, Home Appliances, Eyecare/Eyewear, Tours & Travel, Public Event Transport, NGO

## MARKETPLACES

### Domestic/International

USA, Canada, United Kingdom, Australia, New Zealand, Israel, UAE, India

## SKILLS

### Interpersonal

Communication, Leadership, Management, Team Work, Problem-solving, Creativity, Strategic Planning, Agility, Adaptive Learning

### Tools & Technologies

Slack, Zoom, Zoho, Loom, Monday.com, Google Docs, Google Spreadsheet, Google Analytics, Google Drive, Microsoft OneDrive, Canva, Snapseed, Klaviyo, Google Trend, Google Ads Manager, BuzzSumo, Grammarly, Zapier, Facebook, Facebook Business Suit , Facebook Business Manager, Facebook Ads Manager, Facebook Ads Library, Instagram, Snapchat Business Manager, Snapchat Ads Manager , Tiktok Business Manager, Tiktok Ads Manager, Pinterest Business Manager, Pinterest Ads Manager, Twitter Ads Manager, LinkedIn Business Manager, LinkedIn Ads Manager, Youtube

### Industry Knowledge

Content Creation, Content Marketing, Creative Direction, Copywriting, Data Analytics, Project Management, Business Analysis, Competitor Analysis, Market Research, Performance Metrics, Social Media Advertising, Social Media Marketing, CRM, CRO, ROI, SEM, SEO

## PUBLICATIONS

**Aarushi** (January 01, 2022)  
True Dreamster  
<https://www.amazon.in/dp/B09PL4WJTT>

**Love for Merisyaahii** (November 09, 2021)  
Youthmania Magazine  
<https://www.instagram.com/tv/CKB2shyjOW5/>

**Digital Encryption System** (April 10, 2018)  
International Journal of Scientific Research in Science, Engineering, and Technology  
<https://ijsrset.com/CI028>

**Words of Immortality**  
Dream Publishers  
<https://www.flipkart.com/words-of-immortality/p/itma60a83811fb25>

## ACCOMPLISHMENTS

### Founded Merisyaahii

(November 01, 2017)

Merisyaahii

Merisyaahi, लव to write, what Ignite!! is a creative writing venture that was founded in 2017 with the aim of spreading thought-provoking and humorous content in various genres and slang. Our writings serve to make our readers smile and also offer insights into life that they may find useful. Merisyaahi began as a pen name, and I used it to write stories, quotes, snippets, musings, poems, and blogs inspired by various life events. Having been part of the artistic industry for years, I decided to explore writing as an art form and share more about life through twisted stories that ignite. We specialize in genres that inspire and motivate, including puns, micro tales, musings, snippets, blogs, articles, letters, and email proposals that boost businesses and services. Let's connect and share more together by joining us

<https://linktr.ee/merisyaahii>

### Paperback Publication

Diverse

Delighted to share that my work as an author has been recognized and appreciated by multiple publications. I am fortunate to say that I have been featured in two paperback books, which were published by two different esteemed publications, namely TrueDreamster and Dream Publisher. It was an honor to have my work included in these publications, and it gave me immense satisfaction to know that my writing has reached a wider audience.

### Love for Merisyaahii

Youtmania

I was also featured in Youthmania, a renowned magazine based in Delhi, India. It was a great experience to work with the team at Youthmania, who gave me the opportunity to showcase my work and share my ideas with their readers. Being featured in such a reputed magazine has not only boosted my confidence as a writer but has also helped me gain recognition and exposure in the literary community.

### Digital Encryption System

(April 10, 2018)

International Journal of Scientific Research in Science, Engineering, and Technology

Played a crucial role in the "Digital Encryption System" project during my college days. We developed a secure information exchange system with end-to-end encryption/decryption and a special signature code. Our work resulted in a published research paper in the International Journal of Scientific Research in Science, Engineering, and Technology on April 10, 2018. This achievement was a significant milestone in my academic career, and I am proud to have contributed to such an innovative project.

## CERTIFICATIONS

<b>BOI Recognized Creator</b> Instagram	(November 01, 2022)	<b>Business Manager</b> Meta	(November 01, 2020)	<b>Business Manager: Billing, Payments and Tax Information</b> Meta	(February 01, 2021)
<b>Campaign Performance with Ads Manager</b> Meta	(November 01, 2020)	<b>Instagram for Business</b> Meta	(November 01, 2019)	<b>Measuring Creative Effectiveness</b> Meta	(February 01, 2022)
<b>Split Testing</b> Meta	(November 01, 2019)	<b>Targeting Core Audiences</b> Meta	(June 01, 2021)	<b>Ad Policies for Content, Creative, and Targeting</b> Meta	(March 01, 2019)
<b>Ad Auction and Delivery Overview</b> Meta	(June 01, 2021)	<b>Google Ads Measurement Certification</b> Google	(December 01, 2022)	<b>Google Ads Apps Certification</b> Google	(December 01, 2022)
<b>Google Ads Display Certification</b> Google	(December 01, 2022)	<b>Google Ads Search Certification</b> Google	(December 01, 2022)	<b>Google Ads Video Certification</b> Google	(December 01, 2022)
<b>Google Shopping ads Certification</b> Google	(December 01, 2022)	<b>Fundamentals of Digital Marketing</b> Google	(January 01, 2022)	<b>Advanced Google Analytics</b> Google	(January 01, 2022)
<b>Google Analytics for Beginner</b> Google	(January 01, 2022)	<b>Inbound Marketing</b> Hubspot	(January 01, 2022)	<b>Content Marketing</b> Hubspot	(December 01, 2022)
<b>Digital Advertising Certified</b> Hubspot	(May 01, 2021)	<b>Digital Marketing</b> Hubspot	(January 01, 2022)	<b>Advanced Social Media Strategy Training and Certification</b> Hubspot	(January 01, 2022)
<b>SEO Certified</b> Hubspot	(May 01, 2021)	<b>Email Marketing certified</b> Hubspot	(December 01, 2022)	<b>Digital Marketing Foundations</b> LinkedIn	(January 01, 2021)
<b>Social Media Marketing: Strategy and Optimization</b> LinkedIn	(March 01, 2020)	<b>Marketing Solutions Fundamentals</b> LinkedIn	(November 01, 2021)	<b>Content Marketing Foundations</b> LinkedIn	(May 01, 2021)
<b>Digital Advertising Fundamental</b> Microsoft	(December 01, 2022)	<b>Building a Social Listening Program with Christina Garnett</b> SEMrush	(December 01, 2022)	<b>E-Commerce Essentials</b> Snapchat	(November 01, 2022)
<b>Snapchat Advertising Essentials</b> Snapchat	(November 01, 2022)	<b>Twitter Flight School Performance Fundamentals Badge</b> Twitter	(January 01, 2022)	<b>Twitter Flight School Video Badge</b> Twitter	(January 01, 2022)

**Art Director, Graphic Designer**  
Baroda Institute of Technology



## INTERESTS

### Vlogging

Travel, Event, Food

### Exploring Media Trends

Tiktok, Reels, Memes

### Artist

Acting, Dancing, Mimicry, Hosting, Stand-up, Poetry

### Digital Creator/Social Influencing

Creating UGC for Brands/Business

## REFERENCES

### LinkedIn

Diverse

<https://www.linkedin.com/in/sharmavipull/details/recommendations/?detailScreenTabIndex=0>

## ADDITIONAL INFORMATION

### Performing Arts

- Throughout my career, I have played lead roles in impactful short films such as "Udaan" and "Mauj." These projects provided me with invaluable opportunities to showcase my acting abilities and contribute to compelling storytelling. In "Udaan," I portrayed the central character with depth and authenticity, aiming to captivate audiences. Similarly, in "Mauj," I engaged with the character's development and conveyed intended messages. These experiences have shaped my career, honing my craft and expanding my creative horizons.
- I also had the privilege of performing a supporting role in the socially aware short film "Beyond Boundaries" by The Artist Hub. Collaborating with the team, I portrayed a character that represented the struggles faced by individuals in our society. Through my performance, I aimed to shed light on societal issues and inspire viewers to question existing boundaries. This project reinforced my commitment to address important social issues through storytelling.
- Furthermore, during my college days, I participated in cultural festivals where I received benchmarked recognition for my performances. These festivals provided a platform to connect with diverse audiences and showcase my skills and dedication. The recognition I received served as a milestone, motivating me to continuously improve and pursue a career in the entertainment industry. Additionally, these festivals offered opportunities for collaboration, expanding my artistic horizons and fostering a sense of camaraderie.
- My involvement in cultural festivals and recognition received have shaped my artistic growth and instilled in me an appreciation for the transformative power of the performing arts. As I progress in my career, I draw upon these formative experiences to fuel my passion and commitment to delivering impactful performances and connecting with audiences on a profound level.