

Shweta Ranjan

Content Strategist — Social Media Strategy — Growth Marketing

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SUMMARY

Content strategist with 4+ years of experience in Social Media Strategy, growth marketing, and performance copywriting within the education and EdTech sectors. Builds scalable content systems that increase reach, drive qualified leads, and improve conversion performance. Applies data analysis, lifecycle marketing, SEO optimization, and Team Leadership to support measurable revenue outcomes.

PROFESSIONAL EXPERIENCE

Vedam School of Technology

Social Media Senior Associate

Pune

Apr 2025 – Present

- Developed and executed a multi-platform Social Media Strategy generating 7.7M total content views within the first operating cycle.
- Increased Instagram followers from 230 to 6,100 (26x growth) while maintaining 3%+ organic engagement.
- Generated 1.1M+ Instagram reach and converted engagement into 281 attributed inbound leads using structured source tracking.
- Expanded LinkedIn impressions from 21K to 130K+ (+519%) and captured 66 direct leads with a 66% peak lead-to-payment conversion rate.
- Improved YouTube long-form CTR to 4–6.7% by restructuring metadata and thumbnails.
- Achieved #1 Google ranking for a high-intent Quora review query (2.4K+ views).
- Managed 50+ Google My Business reviews and moderated 10+ Reddit discussions to improve brand sentiment.
- Coordinated cross-functional content execution with design, admissions, and leadership teams.

Adda247 & CareerPower

Marketing Copywriter

Apr 2022 – Mar 2025

- Increased CRM campaign CTR from 0.7% to a consistent 3–5% (+328%), reaching a 7% peak during seasonal campaigns.
- Executed push notifications, WhatsApp campaigns, and email lifecycle marketing across SSC, Railways, Banking, and UPSC verticals.
- Implemented A/B-tested CTA frameworks to improve click-through consistency across paid and retention campaigns.
- Supported enrollment growth during peak cycles through revenue-focused messaging strategies.
- Collaborated with marketing analysts and product teams to align campaign messaging with performance goals.

SELECT CONSULTING EXPERIENCE

Rail Recipe — Created homepage messaging and SEO blogs to improve search visibility and transactional clarity.

Teachmint — Produced long-form education content targeting teacher acquisition keywords.

Numen Edu Services — Developed brand positioning and program pages optimized for lead capture.

Techmiles — Authored technical and career-transition content aligned with market demand.

CORE COMPETENCIES

Social Media Strategy — Growth Marketing — Team Leadership — Performance Copywriting — Conversion Rate Optimization — CRM Lifecycle Marketing — SEO Optimization — Lead Attribution — Online Reputation Management — Analytics Reporting — MoEngage

EDUCATION

Master of Business Administration (MBA) 2025 – 2027 (Pursuing)

B.Sc. (Hons) in Horticulture 2017 – 2021