

Keshav Kumar Jha

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SUMMARY

Proactive and results-oriented Social Media Specialist with hands-on experience managing and growing online communities for multiple startups. Proven expertise in developing engaging content (including AI-driven reels), running targeted ad campaigns, and converting engagement into qualified leads for clients.

WORK EXPERIENCE

Freelance Social Media Specialist

Oct 2025 - Present

- Manage end-to-end social media strategy and content creation for a portfolio of startup clients, including **SNK Global**, **AeonManpower**, **IMB360**, and **Tapasya Employment Agency**.
- Develop and execute monthly content calendars; design all static posts, write compelling copy, and produce **AI-driven avatar reels** to boost reach and user engagement.
- Launch, manage, and optimize paid **ad campaigns** (Meta Ads) focused on driving views, website traffic, and generating qualified leads.
- Grew client account engagement by an average of **30%** through strategic hashtag research and active community management (responding to DMs, comments, and fostering discussion).
- Analyze social media KPIs (reach, engagement rate, follower growth) and provide clients with performance reports to demonstrate ROI.

PROJECTS

GiftVibes (E-commerce Brand Development)

[View on GitHub](#)

Led the conceptualization and brand identity development for a B2B/B2C e-commerce venture specializing in corporate gifts. Designed the full brand kit (logo, color palette) and developed high-fidelity website UI mockups (Figma) focused on optimizing the user journey and maximizing conversions. Conducted market research to identify target audience and product-market fit.

Kiskax (Reddit Community Bot)

[View on GitHub](#)

Developed and promoted an automated community engagement bot for Reddit as part of a Google AI hackathon. Wrote all bot "personality" copy and public-facing documentation. Designed a user-facing frontend to track engagement metrics. Managed user feedback to rapidly iterate on features, demonstrating strong community management and product iteration skills.

EDUCATION

2022 - 2026 (Expected) Bachelor's Degree at **Guru Gobind Singh Indraprastha University (GGSIPU), Delhi**

SKILLS

Social Media & Marketing Instagram, Facebook, LinkedIn, Twitter/X, Reddit, Content Strategy, Community Management, Lead Generation, Copywriting, SEO/SEM

Content & Ad Tools Meta Ads Manager, Canva, Google Ads, CapCut, Figma, **Sora**, **Veo** (AI Video), Adobe Photoshop, Adobe Premiere Pro

Technical Skills Python (Scripting, Data Analysis), SQL, Docker, Redis, HTML/CSS