



# Portfolio

BY SMIT GALA

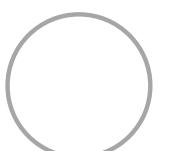
[www.smitgala.com](http://www.smitgala.com)

# Welcome to my portfolio!

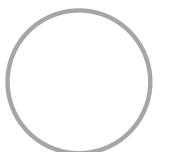
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I'm Smit Gala, a dynamic social media manager from the bustling streets of Mumbai. My expertise spans four fruitful years in crafting ingenious content strategies that ignite engagement. With a flair for crafting captivating copies, I'm armed with a prestigious postgraduate diploma in marketing management from NGASCE. I'm not just a marketer, I'm a business growth partner!

# Table of Content



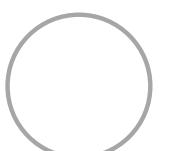
**About Me**



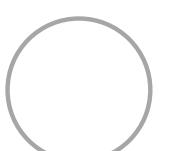
**Vision / Mission**



**Skills**



**Work Experience**



**Portfolio**



**Contact**



Smit gala

**I am Social Media Manager, Content planner & Growth Strategist that is passionate about helping busy brands and business owners create and maintain an online presence through social profiles.**

**28+**

Clients

**5,000+**

Posts

**1,000+**

Captions

**1,000+**

Designs



**"I turn data into strategies,  
strategies into campaigns  
and campaigns into  
results."**

## Vision

**In a world of endless creativity and technology, I envision thriving digital landscapes where brands connect and inspire. Together, we forge meaningful connections, leaving lasting impacts.**

## Mission

**I aim to inspire and connect with audiences on a global scale. With empathy and brilliance as my guide, I strive to pave the way for brands to succeed and thrive in the ever-evolving digital landscape. Together, let's shape a future where creativity knows no bounds.**

## Professional Skills

- **Social media strategy development**
- **Content creation and curation**
- **Copywriting and storytelling**
- **Analytics and performance tracking**
- **Community engagement and management**
- **Platform expertise: [Facebook, Instagram, Twitter, LinkedIn, Pinterest]**



## Management Skills

**As an award-winning event manager and skilled leader, I excel in public relations, social media, and marketing. Proven track record of successful event organization, sponsorship procurement, and fostering strong team dynamics.**



# Work Experience (Social media)

**2015-2023**

**MEME MARKETING GEEK**

- Started a meme page in 2015 as a fun project, which quickly gained 110k followers by 2017.
- Sold the page for ₹35,000 but continued to manage prominent 1M+ follower pages.
- Achieved mastery in understanding the intricacies of the Instagram algorithm, optimizing content reach and engagement.
- Pioneered meme marketing from 2018-2019, bridging the gap between brands and meme pages.
- Introduced innovative marketing approaches, collaborating with brands and managing meme pages to this day.
- Maintained an impressive posting frequency of 5-7 daily posts consistently over the span of 8 years.

# Work Experience

## (Social media)

2020–2023

FOUNDER TRENDING PANDAS

- Founded TrendingPandas in 2020, providing visionary social media marketing services to small businesses during the pandemic.
- Collaborated with 12+ esteemed clients from various sectors, including B2B brands, retail fashion boutiques, numerology experts, utensils manufacturers, jewelers , exporters, etc.
- Offered expert social media strategies tailored to each client's unique needs and goals.
- Managed all aspects of social media, including content calendars, copywriting, and directing product shoots for optimal social media requirements.
- Led growth hack programs, fostering community engagement and curating festive and moment marketing campaigns.

# Project Portfolio

@Archannangori

- **Social media creation**
- **Social media management**
- **Social media calendar**
- **Social media strategy**
- **Graphic designing**
- **Whatsapp Marketing**
- **Copywriting**
- **Reels Shooting**
- **And much more...**

## Numerology & Vastu Coach

The image displays a 2x3 grid of mobile application screens for a Numerology & Vastu Coach service. Each screen features a purple header with a circular profile picture of a woman in a yellow sweater. The screens are color-coded in a gradient: top row (blue/purple) and bottom row (orange/pink).

- Top Left Screen:** IF YOU ARE BORN IN BETWEEN Nov 23-Dec 21 , Your Zodiac Number is 3. You are Genius & Generous but Outspoken.
- Top Middle Screen:** IF YOU ARE BORN IN BETWEEN July23-Aug 23 , Your Zodiac Number is 1. You are Generous & Loyal but lazy.
- Top Right Screen:** IF YOU ARE BORN IN BETWEEN March 21- April 20, Your Zodiac Number is 9. You are independent & ambitious but impulsive in nature.
- Bottom Left Screen:** MAKE A NOTE IF YOU'RE BORN ON : 7.16.25 Avoid getting rid of any items that hold religious or spiritual significance.
- Bottom Middle Screen:** MAKE A NOTE IF YOU'RE BORN ON : 4,13,22,31 Dispose of non-functional automated devices rather than keeping them at home.
- Bottom Right Screen:** MAKE A NOTE IF YOU'RE BORN ON : 1,10,19,28. Avoid using counterfeit (Fake) products and switch to authentic ones.

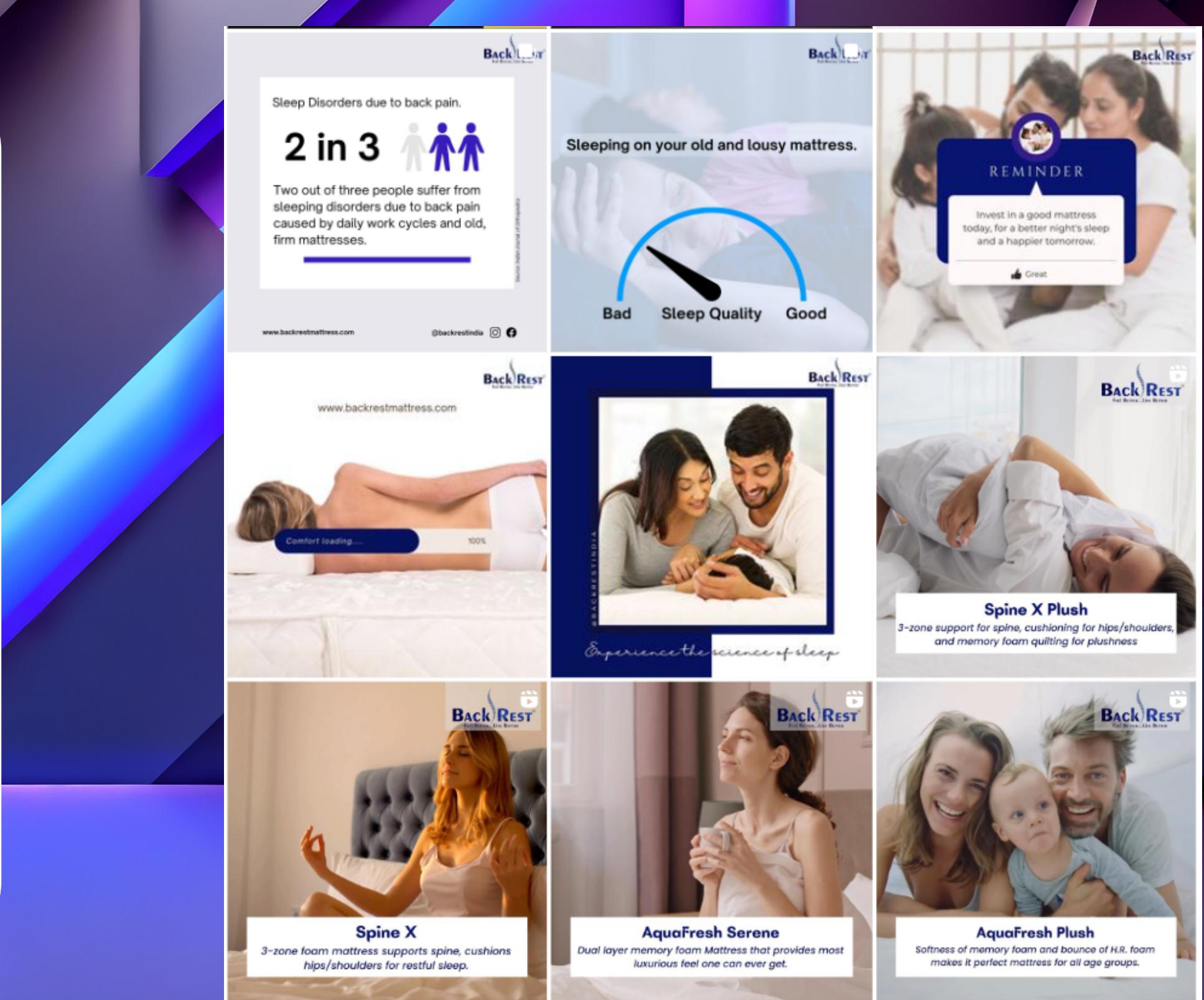
Each screen includes the website address [www.archanagori.com](http://www.archanagori.com) at the bottom.

# Project Portfolio

## B2B Mattress Brand

@Backrestindia

- Social media creation
- Social media management
- Social media calendar
- Social media strategy
- Graphic designing
- Whatsapp Marketing
- Copywriting
- Assisting shoots
- And much more...



## Project Portfolio

### Wedding and Event Planners

@Miracle\_wedding\_and\_event

- Social media creation
- Social media management
- Social media calendar
- Social media strategy
- Social media stories on events
- Graphic designing
- Copywriting



# Project Portfolio

## Indian Ethnic wear Boutique

@Zamkudi.official

- Social media creation
- Social media management
- Social media calendar
- Social media strategy
- Graphic designing
- Whatsapp Marketing
- Copywriting
- Assisting shoots
- And much more...



## Project Portfolio

## Export Company

@Starlitexim

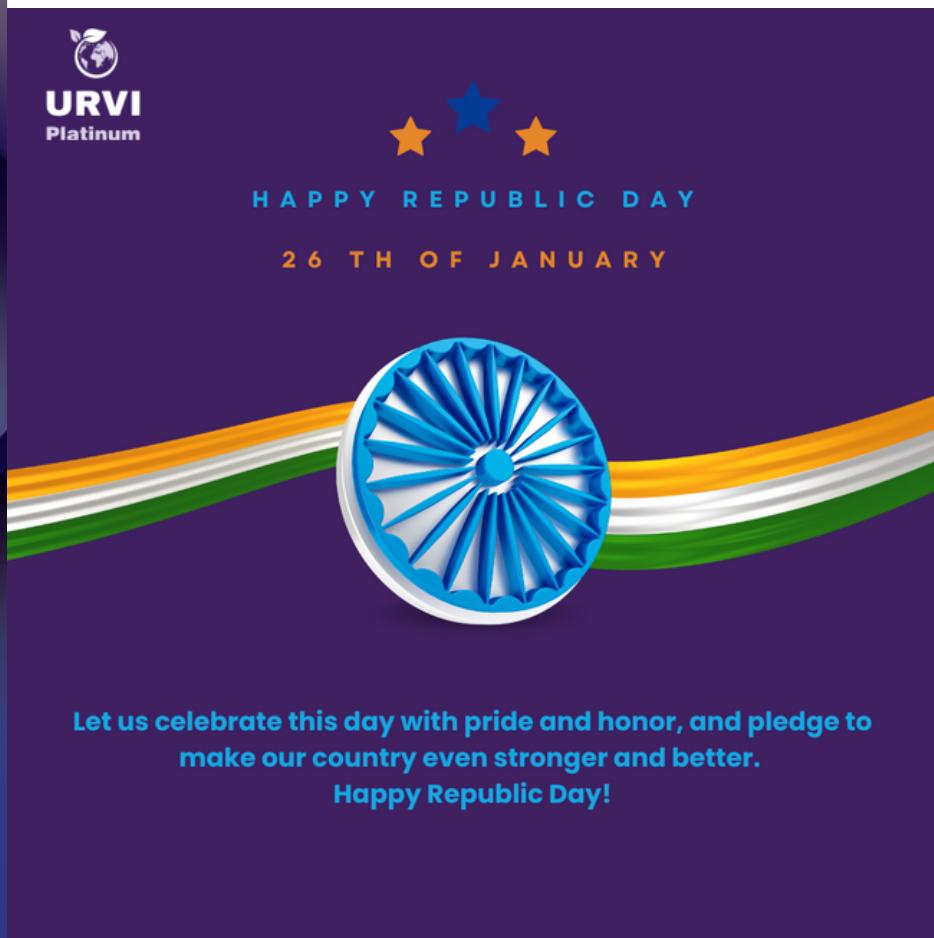
- **Generating website.**
- **Designing portfolio.**
- **Content writing for website.**
- **Listing on all B2B portals**
- **Graphic Designing**
- **Video Editing**
- **Email copy**
- **Social media creation**



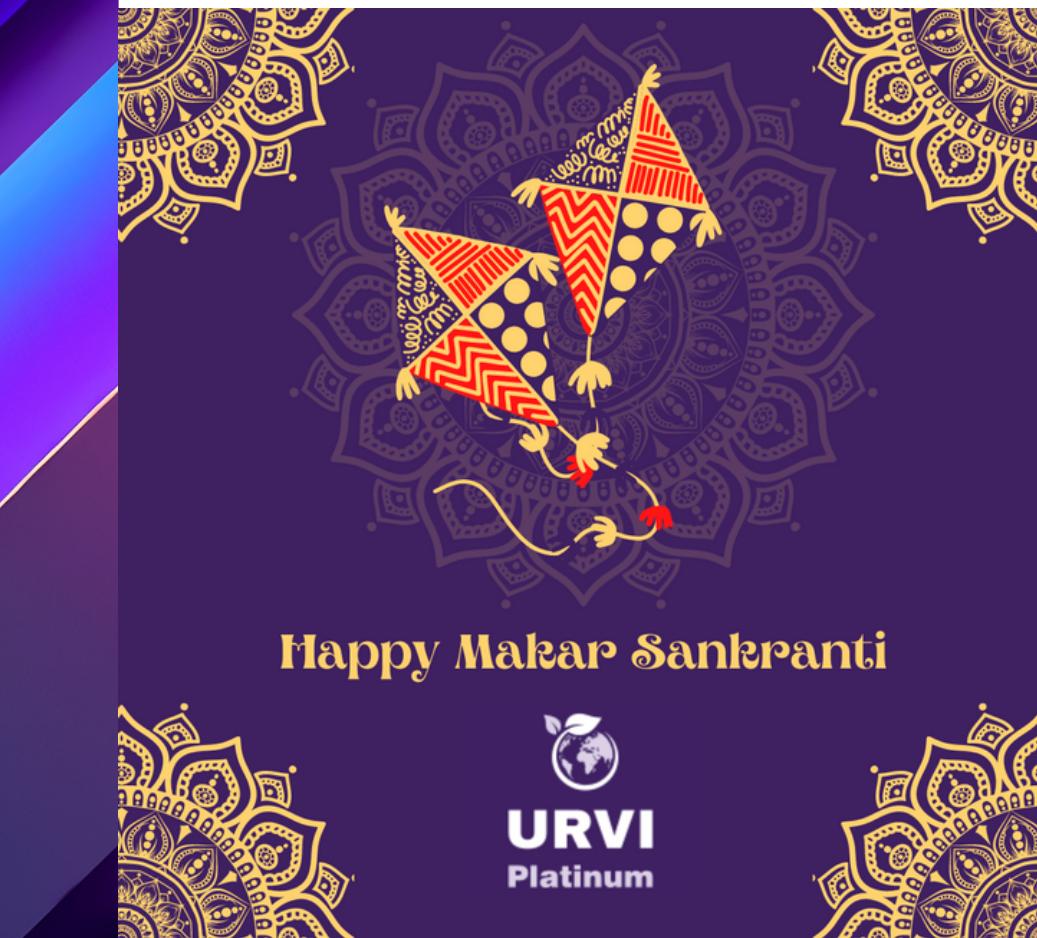
## Festive Posts



## Festive Posts



## Festive Posts

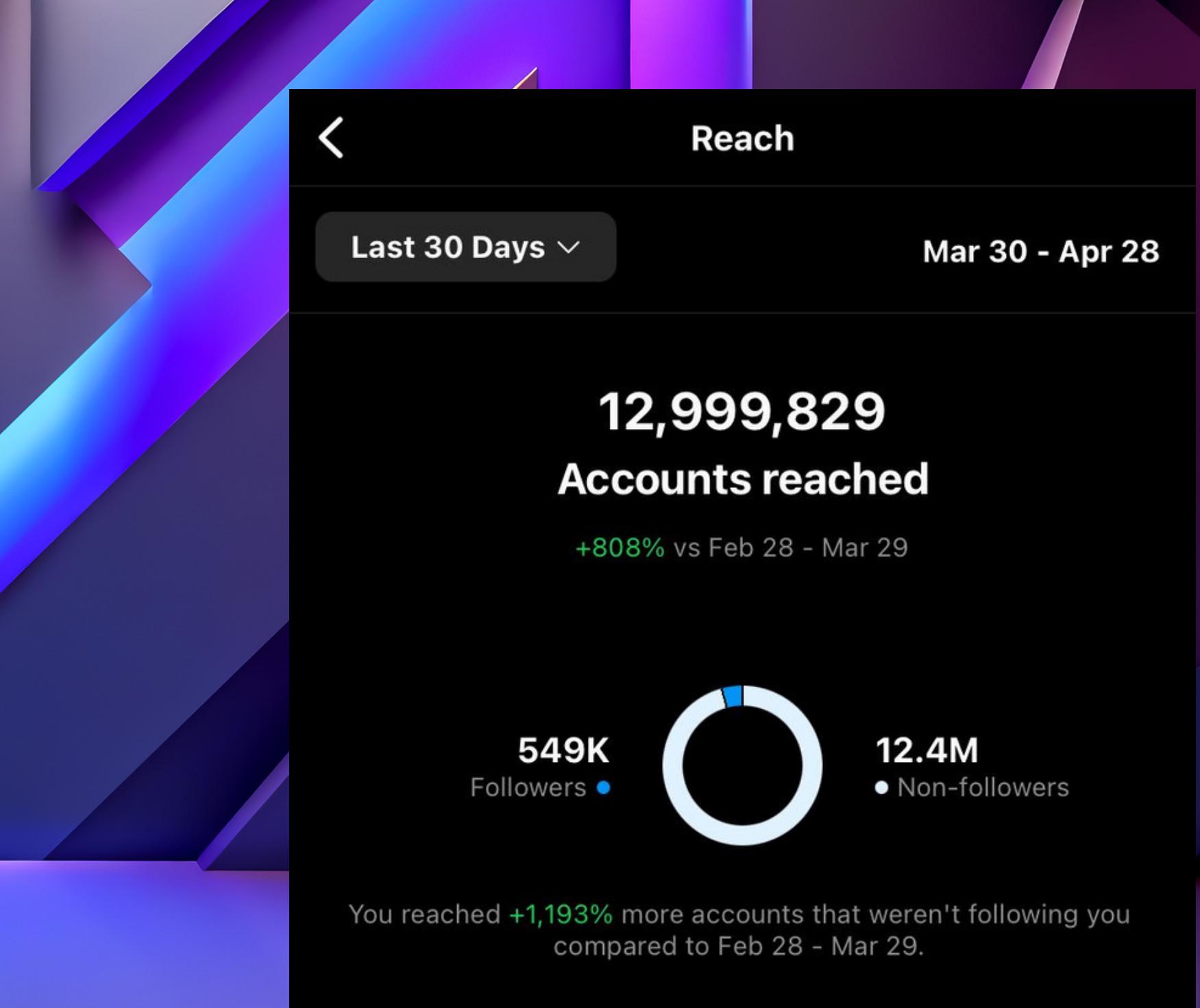


**Project Portfolio**

**Festive Posts for B2B Clients**

# Project Portfolio

760K Meme page growth  
insights

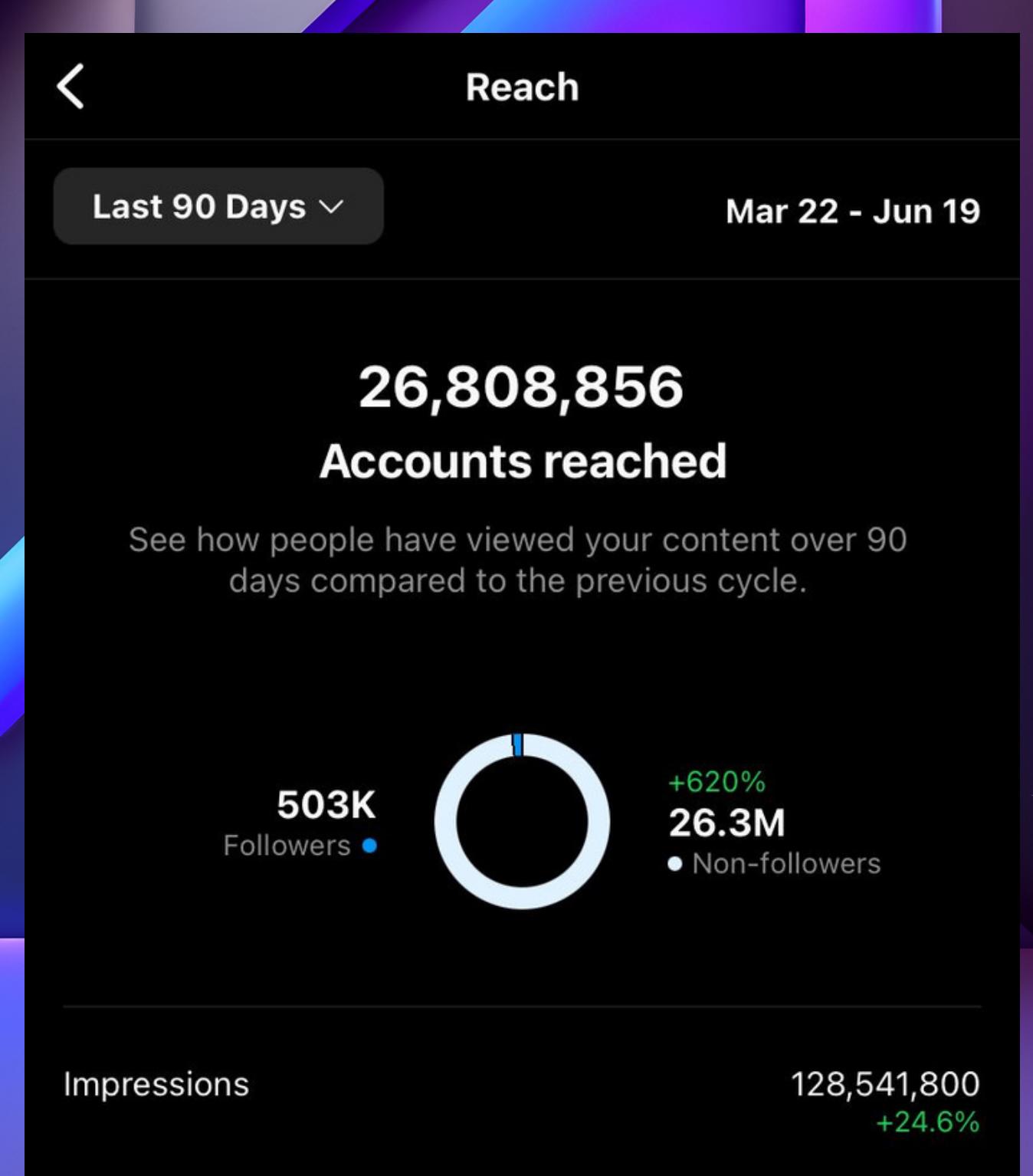


# Project Portfolio

## Meme & Entertainment Pages

### Meme page management

In the everchanging world of memes and evolving algorithms, many struggle to keep pace. However, fear not! With my extensive 8-year experience in posting and scheduling content, I've become a connoisseur of algorithm mastery. I possess the secret recipe to catapult meme pages to the pinnacle of success, ensuring optimal results and the most glorious reach.



# Project Portfolio

## Meme Marketing Optimization

**In meme marketing, I assist brands in understanding what type of content performs well on meme pages. Together, we design and customize the content to achieve the best possible outcomes and maximize results.**

bit.ly/3g6UH2Q\_freedemo

159 clicks

↳ https://www.ccbp.in/intensive?utm\_source=instagram&utm\_medium=social&ut... Redirect

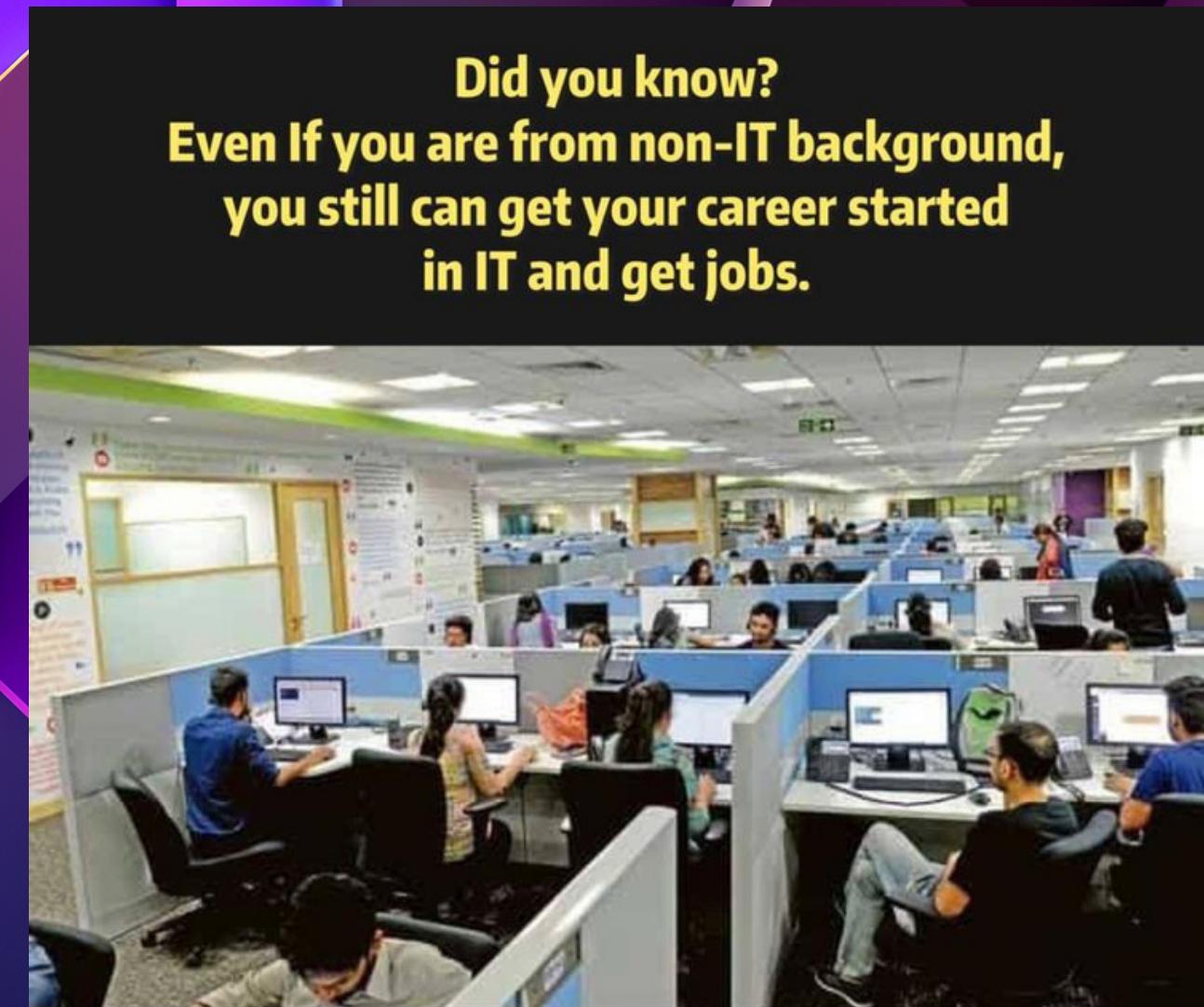
QR Code

Create QR Code

Link-in-bio ?

Create a Link-in-bio

No tags



With the help of CCBP 4.0 program designed by IITians.  
Its a proven path which will help you to become  
an IT professional. Till now 950+companies have  
hired thousands of nxtwave learners.  
Click the link in bio and book a free demo to know  
the proven path required for a software job.

# Meme Clientele

## Meme Pages managed :

**@Superhumour 1.1M**

**@Log.kya.kahenge 2.6M**

**@Trolls \_ official 7.5M**

**@The \_ ultimate \_ trolls \_ 760k**

**@Desithuglife 460k**

**@facts.of.students 1.6M**

**And many more...**

## Meme Marketing for brands :

**@i.ameermerchant 6.4M**

**@Justmerchantthings 141K**

**@ccbp \_ nxtwave 97k**

**@rrrmovie 473K**

**@workindiajobs 74k**

**@quackquackapp 85k**

**And many more...**

# SMM Clientele

**@Archannangori**

**@Zamkudi.official**

**@Backrestindia**

**@Urvi.platinum**

**@sashaquincelovecoach**

**@crypto.adnan**

**@wretchfortune**

**@Bellagiofarm**

**@saritametals**

**@starlitexim**

**@globalstepofficial**

**@onlinebossfootwear**

**@mircale\_weddings\_and\_event**

**@jewelrybysrimals**

**And many more monthly projects...**



# Let's Work Together!

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