



# SAUMYA

## DIGITAL MARKETING EXECUTIVE

### CONTACT

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Dwarka , Delhi

### EDUCATION

2024

DELHI INSTITUTE OF DIGITAL  
MARKETING RAJOURI ,NEW DELHI  
Master course in Digital  
Marketing.

2016-2019

INDRAPRASTHA UNIVERSITY  
Bachelor in Business  
Administration.

### SKILLS

- Social Media Marketing
- Social Media Optimization
- Client servicing
- ORM
- Performance Marketing
- Google Ads
- Excel

### LANGUAGES

- English
- Hindi

### PROFILE

I am a passionate and motivated individual seeking an entry-level role in digital marketing. With 3 months of experience in social media marketing and client servicing, I've built a solid understanding of brand communication, content creation, and audience engagement. I aim to apply my creativity, organizational skills, and client-first mindset to contribute to impactful campaigns. I'm eager to grow, learn continuously, and become a valuable asset to the team.

### WORK EXPERIENCE

#### Nothing Else Matters (NEM)

MAY-JULY (2025)

Digital Marketing Intern

#### Social Media Management

- Managed NEM's official social media presence across Instagram, Facebook, LinkedIn, Twitter, and YouTube.
- Created monthly content calendars with a mix of Reels, carousels, and static posts tailored for each platform.
- Collaborated with in-house creative and copy teams to produce engaging, brand-aligned content.
- Monitored platform performance and delivered weekly reports with insights and content recommendations.
- Researched digital trends, competitor activities, and new formats to consistently improve engagement and brand visibility.

#### Client Servicing

- Acted as the primary point of contact for two major clients, managing day-to-day communication and project timelines.
- Coordinated with internal teams to execute social media campaigns, ensuring all deliverables met quality and deadlines.
- Gathered client feedback, facilitated smooth approval processes, and maintained updated campaign trackers.
- Participated in client calls, strategy discussions, and reporting sessions, assisting with pitch decks and campaign reviews.
- Maintained strong client relationships by ensuring clear communication, attention to detail, and timely problem-solving.