

# ANKIT SHARMA

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## SUMMARY

Content Strategist and UGC Creator with hands-on experience in podcast production, social media management, and audience-focused content creation. Experienced in developing structured content strategies and producing high-quality long- and short-form content aligned with brand objectives. Founder and host of *Exploring Personalities*, leading end-to-end content execution including research, scripting, on-camera hosting, editing, and multi-platform distribution. Strong understanding of audience behavior, narrative structure, and content performance, with a focus on delivering clear, engaging, and consistent communication.

## EXPERIENCE

### Outleap Technologies Pvt. Ltd., Content Strategist Intern

Dec 2025 – Present

- Lead topic research and content planning for Big Leap (YouTube & Instagram)
- Write scripts focused on clarity, retention, and audience relevance
- Appear on camera as a content presenter
- Manage posting and platform optimization
- Analyze analytics to refine content strategy and improve performance

### The Marketing Podcast (Social Veins), Research & Script Writer

Jul 2024 – Aug 2024

- Wrote **100+ long-form blogs** for SocialVeins' website
- Researched podcast guests and prepared questionnaires & scripts
- Managed YouTube channel operations (posting, optimization, analytics)
- Coordinated with video editor and thumbnail designer
- Assisted in improving content workflow and publishing consistency

### Exploring Personalities Podcast, Founder & Host

- Built and managed a multi-platform content brand focused on storytelling and impactful conversations.
- Conducted research, outreach, scripting, hosting, editing, and publishing for 30+ episodes.
- Designed content systems resulting in **1,700+ YouTube subscribers** and consistent organic growth.
- Repurposed long-form interviews into reels/shorts to boost engagement and reach.
- Developed collaborations with brands like SAADAA and publishing houses like Shristi Publishers, Readomania and creators.
- Analyzed audience behavior to refine content style, pacing, and engagement strategy.

### Freelance, Social Media Manager

- Planned content calendars, scripts, and brand messaging for small businesses & creators.
- Managed Instagram, Facebook, and YouTube pages; optimized posting strategy for growth.
- Developed reels & short-form videos that improved engagement and follower retention.
- Executed basic paid promotions and built organic reach strategies.

## SKILLS

**Content Strategy:** Audience research, content research and planning, brand positioning, storytelling, retention-focused content

**Content Creation:** Scriptwriting, podcast production, UGC creation, short-form video ideation, basic video editing

**Social Media:** Instagram growth, YouTube channel management, content analytics interpretation

**Creative Skills:** Public speaking, interviewing, narrative design, copywriting

**Soft Skills:** Communication, team coordination, consistency, adaptability, community building

## EDUCATION

### B.Tech in Artificial Intelligence and Data Science,

2022 – 2026

Jaipur Engineering College & Research Centre Foundation

Current CGPA : 8.95

### Senior Secondary, Vijay Public School, Pilani

2021 – 2022

Percentage: 91.6% | Scored 100/100 in Mathematics

### Secondary, Vijay Public School, Pilani

2019 – 2020

Percentage: 90.83

## ACHIEVEMENTS

- Delivered a **guest lecture on “The Art of Podcasting”** at JECRC University for Journalism students
- Built a new content page from scratch, growing it to **4,600+ followers** and **10M+ views** in a month through organic content.
- Built a podcast from scratch to **1,700+ subscribers**
- Silver Medalist – English Olympiad
- Winner of multiple open-mic poetry competitions

## INTERESTS

Storytelling, Content Strategy, Reading, Public Speaking, Case Studies, Fitness, Poetry, Psychology, Digital Media