

# ANKIT SHARMA

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## SUMMARY

Content Strategist 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, 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