

# Dipanshu

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## Experiences

### Discover India Tours Ltd

February 2025 – July 2025

Marketing executive

Delhi, India

Collaborated with the marketing team to build effective **campaigns** and grow the **brand's social media presence**. Managed **content calendars** and helped increase reach on **Instagram** and on **email marketing campaigns** through strategic marketing.

### Go Tezu

January 2025 – February 2025

Social Media Manager Intern

Noida, India

Handled the founder's **LinkedIn**, writing posts and planning content to keep a regular schedule. Used creative ideas and unique brand messaging to grow engagement and reach more people organically.

### Venture Vine

July 2024 – August 2024

Social Media Strategist And Manager Intern

Noida, India

crafted data-driven strategies that fueled client growth and **enhanced online presence** across multiple platforms. Expert in **analyzing trends** and metrics to **create innovative social media campaigns**, **boosting engagement**, and **driving measurable business outcomes**.

### India Exposition Mart Limited

June 2024 – July 2024

Summer Intern

Noida, India

I mined data using **Sales Navigator**, **Rocket Reach**, and **Sales QL** and created a report to optimize the company's social presence on LinkedIn, YouTube, Instagram, X, and Facebook. Also did Organic lead scrapping. Gained a comprehensive understanding of **client relations** and **event logistics**, blending data-driven strategies with practical experience.

### Frienducation

January 2023 – April 2023

Social Media Marketing Intern

Remote

Optimized YouTube video content through **SEO** best practices, **keyword research**, and **engaging thumbnails**, driving higher search rankings and **increased viewership**. Conducted content research and developed comprehensive strategies, while also enhancing **LinkedIn profiles** with relevant keywords for improved visibility.

## Project

### Mastering Mind Control

November 2023 – Present

Social Media Manager (Freelancer)

Remote

Experienced content strategist who grew a YouTube channel from **80K to 300K+ subscribers** using video **SEO**, **keywords**, and audience engagement. Skilled in analytics and cross-promoting content on social media.

## Leadership Roles & Achievements

- **LinkedIn Top Social Media Optimization Voice**
- **LinkedIn Top Marketing Analyst Voice**
- Developed and executed social media strategies, increasing Instagram followers to **20,000** and YouTube subscribers to **350,000**.

## Skills

Brand Strategy  
Community Management  
Content Development  
Influencer Marketing

Email Marketing  
Social Media Strategy  
Campaign Management  
Video Content Creation

SEO (Search Engine Optimization)  
Marketing Analyst  
Market Research  
SEM(Search Engine Marketing)

## Education

### J. C. Bose University of Science and Technology, YMCA

july 2025 – Present

Masters Of Business Administration

Faridabad, Haryana