

SHASHANK JHA

Digital Marketing & Sales Specialist

ABOUT ME

I'm a seasoned digital marketer, Content Creator, and PR Manager based in Goa, India. I have worked with multiple Public & Private brands creating & placing them digitally, developing their brand with content & PR, and uplifting their revenue via leads and Sales.

WORK EXPERIENCE

Freelancer since July 2021.

Areas Of Work: Branding & Digital Marketing; SEO & SMO, Content Creation (Written & Video), PR & Branding, Ads Creation & Management, B2B Tieups, and more.

Major Clients:

- **IIHM Goa:** Digital Inclusion and Digital Marketing
- **Woodbourne Resorts, Goa:** Social Media Handling, Sales Strategy liaison, Overall Brand Marketing Strategy Creation.
- **Built Custom Burgers** – Digital PR, Ads, SMM and SEO
- **Reliance Insurance** – Email Marketing & Content Creation
- **Tata Projects** (with 9 Exposure) – Documentary Scripting
- **RedPlum Games** (US Based) – Digital Marketing, Brand Launch, and Lead Generation
- **Dr Anuj Purbey, Aesthetic Surgeon** (Manchester, UK) - Digital Marketing, Brand Launch, and Lead Generation
- **MyQuickly App** (Germany) - Brand Launch - GTM, Digital Marketing, Partner & Customer Acquisition, App Download
- **Meta Expo** – Brand Launch and Overall Communication
- **Beyond Neon** – Comprehensive Digital Marketing & Sales eCommerce Stores Management.

Dec '20 – Jul '21 Product Marketing Manager
MyDhan Technologies Pvt. Ltd.

Reason to Discontinue: Company Dissolved

Overall Responsibilities

- Overall Company Branding & Marketing - Go To Market
- Brand Alination with UN SDGs
- Product Placement - Digitally
- Content Creation (Video, Images & Graphics)
- SEO & SEM Management
- Test Group Creation & Management
- Team & Internship Operations Management



CONTACT ME

Address

BG 3, Mystical Rose
Apartments, Devorlim,
Dicarpale, Margao, Goa.

Email

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Phone

+91-8652850211

CORE COMPETENCIES

Digital Marketing	●●●●●
Communication	●●●●●
Digital Sales	●●●●●
Branding	●●●●●
PR	●●●●●
Content	●●●●●
Marketing	●●●●●
Team	●●●●●
Management	●●●●●
Competitive	●●●●●
Intelligence	●●●●●
Content	●●●●●
Events	●●●●●
Management	●●●●●
Video Creation	●●●●●
Designing	●●●●●
Sourcing	●●●●●
MS Office	●●●●●
AI & Automation	●●●●●

Aug '18 – Jan '20

Associate Manager - MarCom

Collabera Services Pvt. Ltd.

- Overall Responsibilities
- MarCom Process and Operations Management
 - Digital Marketing – Strategic planning, budgeting, execution and overall management
 - Branding & Reputation Management
 - Video Content Planning
 - Video Production & Marketing
 - Internal and External Communications Management
 - PR – Digital PR Distribution & Vendor Management
 - Research and Development - Overall Marketing
 - Business Events - Planning & Management
 - Corporate Presentations for Regulatory Bodies & Investors

Awards: Outstanding Contribution of the Year, and Best Performer (Q3, 2019)

Jan '17 – Nov '17

Content Manager

Robinhood Insurance Pvt. Ltd.

- Overall Responsibilities
- Entire Company’s Communications Management (External + Internal)
 - Planning with C-Level Executives
 - Ads & Video Content Creation for Social Media
 - Content Marketing
 - Created & Handled OneInsure Magazine
 - Managing PR, News & Stories
 - Corporate Presentations
 - Coordinating with Agencies
 - Managing A Team of Writers

Sep '13 – Apr '16

Sr. Content Editor

InfoDesk India Pvt. Ltd.

- Overall Responsibilities
- Competitive Intelligence Reporting
 - News Identification, Editing and Corroborating
 - Managing News/Stories
 - Proofreading Stories/News for News-Letters
 - Coordinating with Content Editors
 - Managing a Team of 18 CI Editors
 - Planning with C-Level Executives
 - Brand Outlook Management
 - Company Communication Assistance

PERSONAL PROFILE

Date of Birth 15 June 1992

Religion Hindu

Gender Male

Marital status Single

Nationality Indian

ASSOCIATIONS



HOBBIES

Film Direction

Chess

Script & Song Writing

Cultural Exploration

Apr '12 – Sep '13 TL – Web Content Writing

Black iD Solutions Pvt. Ltd.

Overall Responsibilities

- Managing Content & Communication
- Coordinating with Writers
- Social Media Content Management for clients
- Video Content Creation and Marketing
- Debuting Marketing Concepts (print & electronic)
- Content Framework Management
- Creating various forms of contents

Oct '09 – Apr '12 – Part Time and Freelancing - Content

EDUCATION BACKGROUND

Sr.	Year	Qualification	Remarks	%Obtained	Institute/ University.
1.	2012-14	M.A. English	1st Division	60.03	The Maharaja Sayajirao University of Baroda.
2.	2009-12	B.A. English (Hons.)	2nd Division	55.15	The Maharaja Sayajirao University of Baroda.
3.	2007-09	H.S.C.	1st Division	70	K.V.S No.1, Icchanath, Surat.
4.	2006-07	S.S.C.	2nd Division	57	Radiant English Academy, Surat.

2016 Certificate Course in “Digital Media and Marketing Strategies” from **University of Illinois at Urbana-Champaign**

2019 Certificate Course in "Viral Content Marketing" from **University of Pennsylvania** (PA, US)

Some of the Top Freelance Clients :



I, Shashank Jha, hereby declare that the above furnished information is true to the best of my knowledge and belief.