

## **ARMAAN GUPTA**

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Location: India

## **SUMMARY**

Digital Media Specialist with 3+ years of experience managing social media campaigns, creating branded content, executing marketing strategies, and analyzing engagement metrics. Skilled in video editing, campaigns, paid promotions, and cross-platform management.

## **EXPERIENCE**

### **Digital Media Specialist – BrightWave Media (2021 – Present)**

- Developed and executed digital campaigns across Instagram, Facebook, YouTube, and LinkedIn.
- Managed 25+ brand accounts and maintained consistent posting schedules.
- Created visuals, short videos, marketing posts, and ad creatives.
- Conducted competitor research and audience analysis to inform strategy.
- Optimized content leading to increased engagement and reach by 40%.

## **ACHIEVEMENTS**

- Awarded “Digital Campaign Star – 2023”.
- Successfully launched 10+ multi-platform campaigns.

## **SKILLS**

Social Media Strategy, Content Creation, Video Editing (CapCut/Premiere), Analytics, Branding, Hashtag Strategy, Paid Ads Support, Team Collaboration

## **DECLARATION**

I declare that all provided information is correct.