

Harjot Singh

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Link to my creative portfolio – harjot.info

Education

UNIVERSITY OF DELHI

Bachelors Of Commerce (Hons). GPA: 7.75

Delhi, India

Work Experience

PINK LEMONADE COMMUNICATIONS

Digital Specialist (Full-Time)

(May 2022 – November 2022)

Digital Marketing Intern

(February 2022 – May 2022)

- Executing, handling, managing ORM, developing UGC, and overlooking digital strategy for the brands' social media assets across all social media platforms.
- Prepared monthly reports and calendars with suitable way-forward strategies by analyzing data to improve KPIs by a 5% avg.
- Led 5+ full-scale brand pitches for clients like Flipkart Fashion, MTR Foods, etc., with a conversion rate of 50%, which included everything from ideating campaigns to devising a digital strategy.
- Introduced AR Filters and meme marketing for existing clients at PL, which increased team revenue by 4%.
- Creating an innovative buzz around the brand, its product promotions, influencer marketing, launches, and brand-sponsored events.
- Key Accounts Handled – Quantum Energy EV, MTR Foods Singapore, Aster Labs, Purple Pony, Deep Rooted Co, Swiggy's Heaven, and Hell, etc.

STUDIO MUSE

Social Media Intern

Remote

(August 2021 – November 2021)

- Tested, uploaded, and managed content for captions, stories, and blog posts.
- Analyzed performance statistics to run ad campaigns and raised KPI by 40%.
- Set up and managed Pinterest and Flickr accounts, ensuring photos were engaging and relevant.

Live Projects

CONNECTING THE DOTS

Project Head

Remote

(June 2020 – August 2020)

- Created a community that impacted over 500+ college students.
- Collaborated with five different creators to create different courses for free, attended by 150+ students.
- Initiated social media marketing campaigns for different courses and workshops.

Skills & Interests

Technical: Microsoft Office Suite, Adobe Creative · Graphic Designing · AR Filters · Influencer Marketing · Content Creation · Customer Relationship Management (CRM) · Digital Marketing ·

Interests: Playing basketball, Watching Anime, Reading Newspapers, Stock Trading,