

Hitakshi Sharma

Social Media Lead - D2C

D2C professional with 5.5 years of experience, including 1.2 years as Social Media Lead at BabyOrgano. Spearheaded the brand's digital presence by leading end-to-end social media strategy, campaign execution, content creation, audience engagement, and performance tracking, ensuring all efforts aligned with broader D2C growth goals.



Contact

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Skills

Social Media Strategy & Execution

Content ideation & Campaign planning

Team Leadership & Training

Cross-Functional Collaboration

Performance Tracking & KPI

Management

Influencer and Community

Management

Creative Direction & Scripting

Event & Shoot Management

Trend & Competitor Analysis



Education

2016 - 2019

Bachelors in commerce

New LJ comm. college

2019 - 2021

Masters in commerce

Neeldeep comm. college

2020 - 2021

Digital Marketing

Career Ninja > LearnTube



Work History

(2024/04 - 2025/07) Team Lead Senior Social Media Executive

Current - BabyOrgano

- **Social Media Strategy & Execution**
Planning and implementing E2E strategies across Instagram, LinkedIn, Twitter, Pinterest, Telegram
- **Content Ideation & Campaign Planning**
Creating viral concepts, product promotion ideas, podcast themes, and monthly calendars
- **Team Leadership & Training**
Managing and upskilling the social media team with effective knowledge transfer
- **Cross-Functional Collaboration**
Working with digital marketing team to align messaging and brand goals
- **Performance Tracking & KPI Management**
Maintaining results and reporting metrics to ensure ROI on all campaigns
- **Influencer & Community Engagement**
Handling regional pages, driving engagement, managing comments, and community building
- **Creative Direction & Scriptwriting**
Writing scripts for videos, podcasts, and visual storytelling for different platforms
- **Event & Shoot Management**
Handling outdoor shoots, expos, D2C panel discussion with CEO
- **Trend & Competitor Analysis**
Keeping content updated with viral trends, competitive benchmarking, and user insights

(2020/03 -2024/04) Prior Experience

- **D2C Brand Manager / Digital Marketing Manager**

- Co-developed the D2C brand *Spectralook* with the Co-founder
- Led social media strategy, website management (Shopify), and online ads (Google & Facebook)
- Managed marketplaces (Amazon, Flipkart, Meesho) and handled lead generation & WhatsApp marketing.
- Oversaw payment gateways and logistics tools (Razorpay, ShipRocket)
- Created content and marketing creatives, including product shoots
- Resolved technical queries and trained internal teams for smooth operations.
- Coordinated with agencies for SEO, design, and advertising to align with market trends.



Certifications and Recognitions

Leadership Skills (IIM Ahmedabad)

AI in Digital and Social Media Marketing (IIM Bangalore)

Introduction To Product Management (Microsoft)

Business communication, Interpersonal skill & time management (Skillephant)

Amazon Account Management Services (Amazon)

Stock Market Introduction (LearnTube)

Introduction To AI Social Media Mastery(LearnTube)

Techniques to Write Social Media Content Using ChatGPT (LearnTube)

Simplifying Social Media Management with AI (LearnTube)

Stock Market- Statements and Sheets (LearnTube)

Creating Social Media Visuals with AI (LearnTube)

- Represented the brand at expos and partnered with models for professional shoots.
- **Heet Healthcare ((January 2019 – April 2019))**
 - Managed end-to-end documentation for online healthcare software.
 - Handled billing processes and maintained accurate records in Excel sheets.
 - Prepared and submitted Daily Sales Reports, verified by the respective manager.
- **Vision Eye Plus – Customer Sales Executive (August 2017 – December 2019)**
 - Conducted front-end sales and customer engagement activities.
 - Made regular customer feedback and follow-up calls to ensure satisfaction.
 - Delivered product knowledge training sessions and conducted role plays for team development.
 - Provided after-sales service and support to maintain long-term client relationships.
 - Assessed customer needs and operated Crizal Eye Partner machines as part of service delivery.