

# Nisha Chowdhary

Vadodara, Gujarat, India

[nishalakhlan69@gmail.com](mailto:nishalakhlan69@gmail.com)

+91 7861842159

[@\\_.jaat.nii7016\\_.](#)



## Summary

Hello! You're speaking with Nisha Chowdhary, a creative and strategy-driven **Digital Marketing Specialist** with 2+ years of experience in social media management, content writing, and performance marketing. Skilled at building brand presence from scratch, managing multi-niche clients, and executing 360° campaigns — from content calendars and creatives to Meta ads and lead generation strategies. Experienced in launching startups, running targeted campaigns for Transport & Packers & Movers brands, and managing digital marketing across industries like Real Estate, Beauty, Fashion, Food, and Healthcare.

## Objective

Dedicated and results-driven Content Writer with six months of experience at MyInfoPie, and Social Media Executive with experience of 1.8 year at Getmeonline, complemented by a comprehensive Digital Marketing course. I am seeking opportunities to leverage creative writing skills and digital marketing knowledge in a dynamic work environment.

## Education

### Agrasain Balika Siksha Sadan

High School, Mathematics and Computer Science

2020 - 2021

## Licenses & Certifications



**Certificate of Merit (RVR)** - Techfest, IIT Bombay

TW5382

**Certificate of Merit (RVR)** - Achievement-cum-Diagnostic Test in Mathematics

0630

## Professional Experience

### Getmeonline | Vadodara, Gujarat

*Social Media Executive / Digital Marketing & Brand Strategy Specialist*

**Feb 2024 – Apr 2025**

- Managed multiple client accounts across diverse industries (Fashion, Beauty, Eyewear, Agro, Finance).
- Built brand strategies, content calendars, and creative campaigns aligned with client goals.
- Created daily engaging content: reels, static posts, carousels, captions, and stories.

- Designed creatives using Canva & AI tools; scripted videos for higher retention.
- Ran Meta Ads for brand awareness, lead generation, and e-commerce conversions.
- Wrote and optimized full website content for new startups, including service pages and FAQs.
- Contributed to packaging design, campaign direction, and influencer strategies.

## **MyInfoPie | Vadodara, Gujarat**

*Content Writer*

**Sep 2024 – Feb 2025**

- Wrote SEO-rich blogs, articles, and web content across multiple niches.
- Collaborated with design & SEO teams to align keywords and brand voice.
- Researched industry trends, ensuring clarity, engagement, and readability.

## **Freelance Projects | Remote**

*Digital Marketing Specialist – Transport & Packers Movers Industry*

**Jan 2023 – Present**

- Managed social media and lead generation campaigns for up to 5 clients across India.
- Ran location-based Meta Ads driving inquiries, calls, and WhatsApp leads.
- Built & optimized Google Business profiles for local credibility.
- Designed festival/seasonal campaigns and testimonial creatives.
- Tracked performance, prepared reports, and optimized campaigns remotely.

## **Skills**

- ✓ **Social Media Management** – Instagram, Facebook, LinkedIn, Twitter (end-to-end handling)
- ✓ **Meta Ads** – Campaigns for Lead Generation, Brand Awareness & Conversions
- ✓ **Content Creation & Strategy** – Scroll-stopping posts, reels, and content calendars
- ✓ **Graphic Design** – Canva, AI-based creative tools, and branding-aligned visuals
- ✓ **Copywriting & Caption Writing** – Engaging hooks, ad copy, and storytelling captions
- ✓ **Content Writing** – SEO blogs, web pages, product descriptions, and keyword optimization
- ✓ **Branding & Creative Direction** – Brand naming, packaging, tone of voice & visual strategy
- ✓ **Community Engagement & Growth** – Building authentic connections & increasing retention
- ✓ **Campaign Analytics & Reporting** – Performance tracking, insights, and optimization

✓ **Client Communication & Project Management** – Coordinating multi-niche projects efficiently

## **Achievements & Highlights**

- Successfully launched a startup brand — from naming to packaging, website, and digital presence.
- Consistently improved local lead generation for Transport brands using targeted Meta Ads.
- Built a portfolio of diverse industries: Real Estate, Beauty, Fashion, Food, Education, Healthcare.