## Portfolio: Rajwant Singh

Digital Marketer & Media Strategist | Creative Lead | Account Manager

#### About Me

With a strong foundation in digital media and social strategy, I began my journey in social media management during my Bachelor's in IT from DAV Jalandhar. From managing my college's social handles to executing full-scale campaigns across industries, my growth has been rooted in curiosity, consistency, and creativity.

Today, I lead digital marketing projects for brands across **lighting**, **food & beverage**, **immigration**, **real estate**, **luxury jewelry**, **manufacturing**, **and political domains**. I specialize in crafting strategies, guiding creative teams, writing content, and delivering results-driven campaigns.

# Core Expertise

- Social Media Strategy & Management
- Paid Ad Campaigns (Meta, LinkedIn)
- Brand Identity & Voice Development
- Trend Research & Campaign Ideation
- Team Management (Designers & Editors)
- Content Calendar & Caption Copywriting
- Influencer & Surrogate Marketing
- Political Campaigns (MP & MLA level)

#### Tools I Use

Meta Business Suite | Meta Ads | Canva | Google Suite | Google Ads (Creative Review)

#### Selected Work & Brand Contributions

#### 1. Trix by Focus (Lighting Industry)

Role: Campaign Strategist, Copywriter, Visual Guide Concepts Created: Light for Wellness, Focus on Design, Anti-Glare Messaging Impact: Increased engagement, elevated brand storytelling

#### 2. Chatha Foods (Frozen Foods)

Role: Monthly Social Media Calendar, Paid Ad Management, Content Copy

Result: Growth in quality leads, improved brand recall

## 3. Brightlight Immigration

Role: Reels & Posts on OINP, PGWP, Express Entry, Visitor to Work Permit

Result: Day-to-day engagement on topical updates

#### 4. IBC Real Estate

Role: Built surrogate pages, developed official brand grid, influencer strategy

Result: Stability for ad accounts, better page authority

#### 5. CP67 Mall - Homeland Group (Real Estate)

Role: Social Media Planning, Content Calendar, Campaign Concepts for retail & corporate spaces

Result: Improved visitor engagement and brand presence on digital platforms

### 6. Felix Plaza - Felicity (Real Estate)

Role: Social Media Strategy, Paid Ads, and Brand Grid Development

Result: Consistent brand narrative and increased inquiries

## 7. Tvisva Jewels - Binnu Dhillon Brand (Luxury Jewelry)

Role: Teaser-to-Launch Campaign Strategist, Copywriter, Creative Lead

Result: Built hype before ambassador reveal, strong initial traction for premium collection

## 8. Nyska Global (Honey Processing Machine Manufacturing)

Role: Industry-specific content creation & brand positioning in niche manufacturing sector

Result: Strengthened brand identity and visibility in B2B markets

## 9. Political Campaign (Confidential)

Role: Election campaign planning, messaging, daily social media direction

Result: Campaign reach + constituency engagement success

## E Team & Workflow Management

I have successfully led creative teams comprising visual designers, video editors, and copywriters. My process includes:

- Moodboards & Visual Directions
- Creative Brief Writing
- Review & Feedback Cycles
- Coordinating with Ads Managers & Content Writers

# **∵** Testimonials

"A creative thinker and a great project manager – understands brand needs and transforms them into actionable campaigns." – *Client Feedback (Lighting Industry)* 

"Handled our real estate branding with professionalism and speed. Created strategies that gave us immediate digital traction." –  $IBC\ Team$ 

# **1** Let's Work Together

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