

# Ishika Yadav

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## PROFESSIONAL SUMMARY

Strategic and results-oriented **Social Media Manager** with a proven record of driving audience growth, brand engagement, and ROI across digital platforms. Experienced in managing 360° marketing campaigns, influencer collaborations, and data-driven content strategies. Adept at leveraging analytics to optimize content performance, lead community engagement, and strengthen brand identity in competitive markets.

## EDUCATION

**Bachelor of Technology – Computer Science & Engineering**  
College of Engineering Roorkee (COER), Uttarakhand

2023 – 2027

**Intermediate (PCM)**  
Modi Public School, Kota, Rajasthan

## CORE COMPETENCIES

- Social Media Strategy & Content Calendar Planning
- Brand Storytelling & Positioning
- Influencer Marketing & Collaboration Campaigns
- Performance Marketing & Analytics
- B2B Outreach, CRM Management & Sponsorship Acquisition
- A/B Testing, Campaign Optimization & KPI Reporting
- Leadership, Communication & Cross-Functional Coordination

## TOOLS & PLATFORMS

**Content & Design:** Canva, Figma, CapCut, InShot, Lightroom

**Analytics & Ads:** Meta Business Suite, Google Analytics, Google Ads, LinkedIn Campaign Manager

**CRM & Outreach:** HubSpot, Zoho CRM, Apollo.io, Mailchimp, Notion

## PROFESSIONAL EXPERIENCE

**Lazy Leaf Café**

*Social Media Manager*

- Formulated and executed a local influencer and UGC (User-Generated Content) campaign that improved brand discoverability within Dehradun's café culture segment.

- Designed and implemented a consistent content calendar aligning brand visuals with audience interests and seasonal trends.
- **Impact:** Achieved **35% increase in organic reach**, **2.5x engagement rate growth**, and boosted in-store traffic by **22%** in 2 months.

#### Green Cucina (F&B Brand)

*Content Strategist*

- Led the brand's re-positioning strategy by crafting engaging, relatable carousel posts and Reels centered on "Healthy Made Tasty" messaging.
- Collaborated with local fitness influencers to integrate campaign storytelling across Instagram and YouTube Shorts.
- **Impact:** Delivered a **50% engagement increase** and **20% follower growth** within one quarter.

#### Priya Yadav (Lifestyle Influencer)

*Social Media Manager*

- Planned and executed a Reels strategy leveraging the "Hook–Value–CTA" framework, increasing watch time and shares.
- Optimized SEO for captions, hashtags, and keyword tagging to enhance reach across Meta platforms.
- **Impact:** Scaled profile from **200 to 20K followers** organically in 3 months; average engagement rose by **60%**.

#### Inglu Global (Youth Community)

*Community Lead & Outreach Strategist*

- Led student ambassador campaigns and local collaborations, driving large-scale community engagement with **zero paid ad budget**.
- Built partnerships with cafés, brands, and colleges to increase event participation and community retention.
- **Impact:** Achieved **200% YoY growth in engagement reach** and organized 5+ high-participation campus events.

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## ACHIEVEMENTS

- Generated **1,000+ qualified leads**, contributing to over 10L in revenue through brand and outreach campaigns.
  - Boosted email marketing conversion rates by **40%** using A/B testing and personalization tactics.
  - Recognized as "**Top Performer – Q1 2025**" for achieving the highest lead-to-meeting conversion ratio.
  - Managed over **15 influencer collaborations** and cross-platform campaigns, resulting in consistent brand ROI uplift.
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## LANGUAGES

Hindi (Native) | English (Fluent)

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