



ALKA BISHT

📍 Dehradun, Uttarakhand

☎ +919027326236

✉ alkabisht04@gmail.com

SUMMARY

Creative and results-driven **Content & Social Media Marketing Manager with over 3.7 years of experience** in content creation, social media management, content writing, and brand strategy. Proven ability to drive engagement, optimize campaigns, and analyze performance metrics for continuous improvement. Skilled in handling multiple platform social media operations, reporting, and client communications.

SKILLS

- Content Strategy and Development
- Social Media Marketing
- Branding and Employer Brand Enhancement
- Copywriting and editing
- Team Leadership and Mentorship
- SEO and Keyword Optimization
- Analytics metrics
- Paid advertising
- Email marketing campaigns
- Community Engagement
- Video Shoots
- Testimonial Shoots
- Client Relationship Management

WORK EXPERIENCE

CONTENT & SOCIAL MEDIA MARKETING MANAGER, 04/2023 - 01/2025

AMK Global Group

- Responsible for publishing and community management across LinkedIn, Twitter, Facebook, Instagram, and YouTube, increasing engagement by 30% in 4 months
- Developed and managed a social media content calendar, ensuring brand consistency and timely delivery of content
- Edited social media posts for campaigns aligned with brand guidelines and messaging, ensuring high-quality delivery
- Monitored brand security across social channels, promptly flagging and mitigating risks
- Tracked and analyzed social media KPIs, providing actionable recommendations to optimize performance
- Supported paid social media strategies and execution on LinkedIn, Meta, and Google Ads, contributing to successful campaigns
- Delivered weekly, monthly, and quarterly analytics and social media performance reports, building dashboards and deriving insights to enhance campaigns
- Communicated effectively with clients for campaign planning and reporting, maintaining strong relationships

CONTENT & DIGITAL MARKETING SPECIALIST, 02/2022 - 04/2023**AMK Global Group**

- Supported the execution of digital marketing campaigns that resulted in a 10% increase in lead generation through improved targeting and optimization
- Managed website content updates, optimized blog posts for SEO, and improved organic search rankings, significantly enhancing the company's digital presence
- Collaborated on email marketing campaigns, which contributed to a 25% increase in open rates through strategic content development and segmentation
- Collaborated with stakeholders and UX teams to provide actionable insights from social media analytics, ensuring business relevancy

CONTENT & SOCIAL MEDIA SPECIALIST, 08/2021 - 01/2022**Conexus Network Solutions Pvt Ltd.**

- Worked closely with marketing teams to create compelling copy for campaigns, resulting in enhanced brand messaging and improved customer retention
- Worked on keyword research and SEO best practices to improve content discoverability and increase organic traffic
- Developed engaging content for digital platforms, driving audience engagement and increasing website traffic by optimizing for SEO

CONTENT WRITER & SOCIAL MEDIA ASSISTANT, 05/2021 - 08/2021**RG Media Services LLP**

- Assist in developing and implementing social media campaigns and strategies.
- Conduct research on industry trends, audience preferences, and competitor activities.
- Suggest creative ideas for new posts, campaigns, or content formats.
- Develops engaging and high-quality content, including blogs, articles, and social media posts, tailored to target audiences.

WEB CONTENT SPECIALIST, 02/2021 - 04/2021**Applanding. page**

- Obtained copyrights for completed work using established procedures.
- Revised written output to satisfy needs of clients, directors or publishers.
- Managed multiple content projects simultaneously, adhering to strict deadlines.
- Collaborated with marketing team to create compelling copy for email campaigns, increasing open rates and engagement.

CONTENT WRITER, 11/2020 - 12/2020**HUMCEN**

- Developed advertising plans for timely and successful market entry.
- Conducted thorough research to produce informative and accurate articles on diverse topics.
- Developed keyword-rich SEO articles to promote brand awareness and improve organic search rankings.
- Researched industry trends and topics to create relevant, informative content.
- Utilized content management systems to publish and update web content efficiently.

CONTENT EDITOR /MARKETING COPYWRITER, 10/2020 - 10/2020

TechGeekers

- Analyzed web analytics data to identify areas where improvements could be made in terms of user engagement with content pieces.
- Responded promptly to customer inquiries posted on social media channels relating to company-related content pieces.
- Developed scripted ad content to enhance client marketing strategies.
- Prepared, rewrote and edited copy to improve readability.
- Provided editing, fact-checking and proofreading for various articles.

EDUCATION

Graphic Era Hill University, Expected in 07/2026

MBA: Marketing Management (Distance Learning)

Graphic Era Hill University, 01/2021

Bachelor of Business Administration

**WEBSITES, PORTFOLIOS,
PROFILES**

<https://www.linkedin.com/in/alka-bisht/>

<http://thetrueheal.com/>

<https://www.quora.com/profile/Alka-Bisht-19>

CERTIFICATIONS

- Advance Digital Marketing, IIM SKILLS
- Fundamentals of Digital Marketing, Internshala
- Advance Google Analytics, Google
- Content Marketing, IIM SKILLS & Hubspot
- Email Marketing, Hubspot
- Google Ads Search, Skillshop

PROJECTS

Freelancer Writer & SEO Expert for IT Company

Guest Blogger at IIM SKILLS

**ACTIVITIES AND
HONORS**

Content on Quora

(79.6K content views 2.1K this month)

Written Articles for Times of India