



SHRUTI SINGH

SOCIAL MEDIA MANAGER | MARKETING STRATEGIST

Result -Driven Social Media Marketing Strategist with 3 years of Expertise. Specializing in content strategy, writing & growth, I am adept at navigating the dynamic landscape of social media traffic through effective social media content, funnels and automations.

EDUCATION

**B.tech in Computer Science
Engineering**

*VTU, Bangalore
2019-2023*

SKILLS

Social Media Strategy,
Content Planning &
Creation, Audience
Engagement, Brand
Development, Analytics &
Data-Driven Decision
Making, Copywriting, Funnel
Creation & Automation,
Various AI tools, Photos &
Video Editing

CONTACT

+91-8624088730

nomadsatwork@gmail.com

Provident Sunworth, Bangalore,
Karnataka, India

KEY ACHIEVEMENT

- Orchestrated strategies leading to the organic growth of social media accounts to 20k followers.
- Played a pivotal role in propelling a previous company to achieve \$10k/month in sales through strategic & targeted social media initiatives.
- Successfully managed social media campaigns for clients across diverse niches, including health, fitness, fashion, lifestyle, etc.
- Spearheaded social media marketing for 6-7 figure companies contributing to their digital success on an international scale.
- Helped founders optimize their digital presence to build a strong personal brand while building in public.

DIGITAL MARKETING & CREATIVE HEAD

2023 - current, DevMinds, India

- Led management of both online & offline marketing, via Instagram, LinkedIn & webinars.
- Grew community of 2500+ students over WhatsApp.
- Achieved 90% conversions rate over webinars organically.
- Contributed to \$10k in sales through strategic marketing initiatives.

SOCIAL MEDIA MANAGER

2022 - 2023, BoxUp Luxury, India

- Managed clients in health, wealth, education, real estate, hospitality & fashion.
- Adapted strategies for industry specific impact.
- Managed YouTube from scratch to grow a community & bring sales.