

# YASH SAGAR SARDA

Supertech Emerald Court  
Aspire - 4, 1003, Sec - 93A,  
Expressway, Noida  
(+91) 6291326678  
yssarda18@gmail.com

## EXPERIENCE

### I. Marketing Manager @ Credvest (May 2023 - July 2023)

#### Key Achievements and Responsibilities:

#### Head of Offline Marketing with Times OOH:

Spearheaded the offline marketing efforts, collaborating with Times OOH to promote all existing projects effectively.

Successfully strategized and executed offline campaigns that resulted in increased brand visibility and lead generation. Like Billboard, Backlit Boards

#### Influencer Marketing Lead for Suvaii:

Held the reins of influencer marketing for Suvaii, a restaurant project associated with the parent company..

Formulated and implemented influencer marketing campaign that heightened brand awareness and drove customer engagement.

#### Content Creation for Multiple Platforms (Websites, SM posts, brochures, hoardings, etc):

Demonstrated my creative prowess by crafting compelling content for websites, social media posts, brochures, and other marketing collateral.

Ensured a consistent brand voice across all platforms, effectively resonating with the target audience.

#### VR Division Management:

Skillfully managed the VR division for all existing projects.

Leveraged virtual reality to enhance the overall marketing efforts and provide potential clients with an unparalleled understanding of our projects.

## HARD SKILLS

Idea creation

Content Writing

Management of Digital Marketing Projects

Coordinates task, Multi-Tasks and Manages projects effectively

## SOFT SKILLS

Easing personality

Detail oriented

Speaks effectively and Listens attentively and communicates efficiently

## SOFTWARES

- CoralDraw
- PhotoShop
- Canva
- Semrush

## **Social Media Account Handling:**

Managed and maintained various social media accounts, ensuring engaging content and regular updates to foster a strong online presence.

Monitored social media analytics to identify trends and insights for refine marketing strategies.

### **II. PrimusLifespaces Pvt Ltd , Bangalore— Assistant Marketing Manager (2022 - 2023)**

Oversaw two agencies as the **point of contact (POC)**, coordinating campaign ideation.

Monitored the work of the design team and provided approvals.

Generated lead reports and curated social media calendars.

Conducted comprehensive analysis of campaign performance, advertisements, blogs, and SEO efforts.

Assumed responsibility for proofreading all marketing documents.

Designing, editing and ideation of videos, posts, reels, etc.

### **III. Wakefit, Bangalore — Influencer Marketing & Off-Page SEO (2020 - 2022)**

Onboarded and managed 25 influencers, predominantly from South India, to promote Wakefit products.

Cultivated and nurtured long-term client relationships.

Executed off-page SEO strategies encompassing link building, competitor analysis, keyword research, link recovery, and broken link removal.

Conducted site audits and continuously improved SEO practices through seminars and talks.

### **IV. ChillThrill, Noida — Social Media Executive (2019 - 2020)**

Created and posted dynamic social media content to engage ChillThrill's audience.

Crafted articles and blogs to bolster ChillThrill's online content strategy.

Managed social media accounts on platforms such as Facebook and Instagram.

## **AWARDS**

State Level Gymnastics  
2003 - 2008

Interschool - Swimming -  
100m Freestyle- 1st Position  
200m All stroke- 2nd Position

State Level Shooting  
Championship - Agra, 2005  
10m Air Rifle  
10m Air Pistol

National Level Shooting  
Championship - Pune, 2007  
10m Rifle

National Level Shooting  
Championship - Delhi, 2009 -  
Present  
10m Air Pistol

## **LANGUAGES**

English, Hindi, Punjabi,  
Bengali, German

V. **Social CTR, Indirapuram, Delhi — *Social Media Executive & Content Writer***

(2018 - 2019)

**Curated and published** engaging social media content for nine clients across the US, UK, Taiwan, and India.

**Authored articles and blogs** to enhance client **online presence** and engagement.

**Managed social media platforms**, including Facebook, Instagram, Twitter, and LinkedIn.

**Crafted compelling Ad headlines and descriptions** for GoogleAds and Facebook Ads.

VI. **I & WE, Kolkata — *Business Associate***

(2017 - 2018)

**Executed** student and teacher recruitment drives for various courses.

**Established strategic partnerships** with educational institutions.

**Conducted in-depth market analysis** to identify selling points and student needs.

**Streamlined the enrollment process** and spearheaded business development efforts in Delhi and Kolkata.

VII. **Swar Vandana (Music Academy), Noida/Kolkata — *Manager/Business Developer***

(2015 - 2018)

Spearheaded **outreach initiatives** to expand the Academy's student base.

Successfully enrolled students by leveraging effective marketing strategies.

**Managed** class schedules and **resolved** student and parent issues efficiently.

Orchestrated **awareness campaigns** and **event management** to boost the Academy's brand recognition.

**EDUCATION**

**The Sagar School, Alwar, Rajasthan**

10th CBSE Board - 6.7 CGPA

**Cambridge Sr. Sec. School, Dehradun**

12th CBSE Board - 65% Commerce

**Graduation**

**Guru Teg Bahadur Institute of Management & IT (IP University), GTB Nagar, Model Town**

B.B.A (Bachelors in Business Administration)

## PROJECTS

### Internship @ Ambuja Neotia - Kolkata

#### Affordable Housing in Tier I and II cities(Real Estate)

Detailed Report on problem Faced by residents, Selection of locality, Land, Connectivity and amenities.

What strategies should be implemented for Affordable Housing.

Rules and Regulations regarding Land/Property in India and Tier I and Tier II cities.

Offering the Solutions on how to Achieve Affordable Housing.

Designing of Logo, Pamphlet, Banner, Brochure, GIF

### Projects Worked on

#### India Clients

- Social CTR
- Admission24
- GetDocSupport
- Urban Shisha

#### Johannesburg Client

- 911 Platinum Garage Doors

#### Taiwan Client

- YenChuan

#### UK Client

- Visage Aesthetics

#### US Client

- TapsBath
- Cerasec