Pranshu Sharma

📞+91-7518928670
✉pransu145@gmail.com
📍Uttar Pradesh, India
🔗Personal Portfolio Website: https\://pranshu-portfolio-one.vercel.app/

Professional Summary

Dynamic and results-driven **Social Media Marketer (SSM) & Web Services Specialist** with **3+ years of experience** in digital marketing, creator support, and web development. Strong background in managing content strategy, brand growth, and high-impact digital operations. Skilled in building engaging social media ecosystems and delivering end-to-end web solutions including UI/UX, WordPress management, and modern front-end development.

Expertise in short-form video editing, graphic designing, website customization, analytics, and performance optimization. Backed by an **MBA in IT & Marketing**, combining both technical and marketing-focused capabilities. Seeking a role where I can utilize my **SSM expertise + web development skills** to elevate brand visibility, engagement, and digital presence.

Core Competencies

- **Social Media Management** – Content calendar, engagement, insights tracking
- **Video Editing** – CapCut, VN, Canva
- **Graphic Design** – Canva, Photoshop (basic)
- **Content Writing** – Educational scripts, YouTube voiceovers, SEO-based storytelling
- **Web Management** – HTML, CSS, JavaScript ,ReactJS ,Next.js , TailwindCSS , Shadcn/ui
- **Digital Marketing** – Instagram growth, Reels strategy, brand positioning
- **Tools** – Google Workspace, MS office , PowerPoint

Professional Experience

Freelancer | Creator Support Specialist & Web Developer

📍Remote, India | **2022 – Present**

- Supported **multiple creators, YouTubers & influencers** across different niches.
- Wrote **high-quality scripts** for educational, entertainment, finance & motivation channels.
- Edited **200+ videos** including reels, shorts, long-form content & branded promos.
- Helped creators improve **audience retention, hook structure & storytelling**.
- Designed thumbnails, captions, and content ideas tailored to each creator's brand.

- Managed end-to-end content production: **concept → script → editing → upload planning**.
- Assisted creators with channel growth, content planning & keyword-based optimization.
- Delivered consistent results with fast turnaround and high-quality revisions.

Web Developer & UI/UX Designer (Latest Work Experience)

📍 Remote, India | **2023 – Present**

- Designed and developed **modern, responsive websites** using **Next.js, React, Tailwind CSS, and AI-based tools**.
- Created SEO-optimized landing pages, smooth UI/UX flows, and mobile-friendly layouts.
- Built **Medicare Frontend & Backend** with clean structure, API integration, and performance-optimized pages.
- Developed **Algocifer.com**, focusing on branding, design consistency, and professional UI.
- Designed, developed, and managed **Pixlpe.com**, including branding, page layouts, and performance improvements.
- Ensured all websites achieved fast load time, clean UI, and user-focused experiences.
- Collaborated with clients for revisions, feature updates, and continuous improvements.

Projects & Highlights

Pixlpe App (2022–Present)

- UI design, website assets, content plan & complete branding.
- Managed user-facing content and community interaction.

YouTube / Instagram Clients

- Helped creators grow by designing scripts, edits, thumbnails & SEO-friendly content.
- Managed niche pages in education, entertainment & finance.

Websites designed by me

- Designed and Developed by me using Next.js and Ai tools
- Latest Work:
- Link 1: https://medicare-frontend-rj3y.vercel.app/
- Link 2: https://medicare-backend-bslu.vercel.app/
- Link 3: https://www.algocifer.com/
- Link 4: https://pixlpe.com/

Education

MBA (Information Technology & Marketing) – **Dr. A. P. J. Abdul Kalam Technical University, Lucknow** | 2025
Bachelor of Arts (BA) – CSJMU | 2021

Languages

- **Hindi** – Native
- **English** – Fluent

Social Media & Work Samples

📱 Instagram / Reels Work: On Request
💵 Short-form Content: On Request
🖥️ Websites Built: pixlpe.com