

# SIDHARTH SHARMA

Digital Marketing Manager | Content Strategist | Graphic Designer

9888755520 • [www.linkedin.com/in/siddharth-sharma-975612160](https://www.linkedin.com/in/siddharth-sharma-975612160) • <https://sid-portfolio-jade.vercel.app/>  
• [sidsam60@gmail.com](mailto:sidsam60@gmail.com)

Dynamic professional with 5+ years of experience in Digital Marketing, Sales, Content Creation, Designing, Editing, Customer Support and Business Development. Proven ability to drive growth through lead generation, client relationship management, and consultative selling. Skilled in CRM handling, inbound/outbound communication, and e-commerce operations, consistently delivering high customer satisfaction and sales conversions. Successfully built and scaled social media channels with expertise in content creation, video editing, graphic design, SEO, and digital audience growth strategies.

## EDUCATION

### RAYAT AND BAHRA UNIVERSITY

2019-2023

Bachelor of Technology: Electrical, Electronics And Communications Engineering

## SKILLS

- |                     |                           |                    |
|---------------------|---------------------------|--------------------|
| • Digital Marketing | • Video Editing           | • Premiere Pro     |
| • Content Creation  | • Graphic Design          | • CapCut, VN       |
| • SEO & Analytics   | • Social Media Management | • Canva, Photoshop |
| • CRM Handling      | • Email Marketing         | • Google Analytics |
| • Sales & Marketing | • Customer Support        | • Semrush, Ahrefs  |

## WORK EXPERIENCE

### Seabird - Digital Marketing Manager & Content Strategist

02/2025-02/2026 (Freelancing)

- Developed and executed end-to-end digital marketing strategies to strengthen brand presence and drive audience engagement across platforms. Planned, created, and optimized content calendars aligned with business goals, improving consistency and reach of brand communication.
- Led content strategy for social media, blogs, and campaigns, focusing on personal branding and storytelling
- Created and edited promotional videos, reels, and campaign content using Premiere Pro, After Effects, and CapCut
- Designed visual creatives and marketing assets using Canva, ensuring strong visual identity and brand consistency
- Analyzed campaign performance using analytics tools and optimized strategies based on data-driven insights

### 2<sup>a</sup> Square - BDE/Editor (Social Media Audits)

02/2024-01/2025

- Executed over 60 cold calls daily to CEOs and Heads of Technology, achieving a 15% demo conversion rate. Generated over 200 qualified leads, directly contributing to pipeline growth. Conducted social media audits and created content strategies for clients including Vivalahemp and Superchill.
- Identified areas of improvement within existing processes to optimize performance outcomes
- Participated in trade shows, conferences, and events to promote company's products and services
- Edit there final promotion reel, videos using VN,capcut and also create statics when needed using canva

**Avaso Tech - Customer Support Executive**

02/2021-09/2023

- Resolved 50+ customer queries daily via calls, emails, and chat with 95% customer satisfaction rating. Improved delivery issue resolution time by 20% through optimized tracking and follow-up. Developed solutions to address customer complaints.
- Responded to customer inquiries via phone, email and chat with exceptional service quality
- Maintained detailed records of customer interactions and implemented process improvements

**Byjus India - Sales Executive**

11/2019-12/2020

- Conducted 150+ parent–student counseling sessions, achieving 35% conversion rate into paid course enrollments. Analyzed market trends and competitive landscape to identify opportunities for growth.
- Identified new potential markets and developed plans for targeting them
- Built strong relationships with clients through consultative selling and personalized approach