

Rohit Tulsyani

Marketing professional with experience across social media and content roles, with hands-on work in execution, research, AI-assisted content systems and client coordination.

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Work Experience

Ninja Studio

AI Content Product Associate

(Aug 2025 – Oct 2025)

- Contributed to product and workflow decisions to shape the AI system into a scalable, market-ready SaaS offering.
- Researched and implemented AI tools for data scraping, content ideation, and design generation.
- Set up a one-time AI system using prompt frameworks and creative rules in Airtable and N8N to produce consistent static and carousel content.
- Reviewed and refined AI-generated outputs to ensure brand, platform, and quality alignment.

Ninja Studio

Social Media Manager

(Jun 2025 – Aug 2025)

- Owned end-to-end social media execution for multiple client accounts across SaaS, FinTech, and medical tourism.
- Served as the primary point of contact for select client accounts, handling communication, feedback, and execution alignment.
- Researched audiences, competitors, and content formats to inform campaign direction and platform strategy.
- Coordinated design, copy, and editing teams to deliver platform-optimized content (LinkedIn, Instagram).
- Reviewed intern output and improved efficiency through templates, SOPs, and structured feedback.

Quizzy, Inc.

Content Strategy Analyst

(Nov 2023 - Jan 2024)

- Promoted to lead a 5-member content team; streamlined content ops and weekly output.
- Scaled LinkedIn from 2 → 5 posts/week and maintained a rolling content pipeline.
- Managed content strategy end-to-end, including research, briefs, publishing, and performance analysis.
- Proposed organic growth experiments during product pivot (Discord and Reddit).

Quizzy, Inc.

Content Distribution Intern

(Aug 2023 - Oct 2023)

- Wrote content creatives for the company and CEO's LinkedIn; supported calendar management.
- Assisted with decks, competitive research, and website rebuild efforts.

Freelance Graphic Designer

- Designed brand-aligned visual assets for clients and influencers, supporting social and digital marketing initiatives.

Education

Bachelor of Computer Applications

Vivekananda Institute of Professional Studies (VIPS)

(2022 - 2025)

Certificates

Adobe Illustrator, Photoshop, InDesign and CorelDRAW

Arena Animation, Preet Vihar

(2018)

Fundamentals of Digital Marketing

Google Digital Garage

(2023)

Skills

- Research & Analytics
- Content Strategy
- Competitive Research
- Platform Optimisation
- Project Management
- Adobe Premiere Pro
- AI Content Creation
- Campaign Planning
- AI Content Workflows & Automation
- Prompt Design & Frameworks
- Marketing Operations
- SEO

Interests

- Football
- YouTube Content Creation
- AI Tools & Tech
- Graphic Design
- Video Editing
- Gaming