

SHIVANGI VERMA

Social Media Manager | Ghaziabad, India

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Profile Summary

Energetic and detail-oriented Marketing Professional with hands-on experience in Social Media Management, Digital Marketing, and Brand Promotion. Skilled in developing and executing marketing strategies that drive engagement, enhance brand awareness, and deliver measurable business results.

Education

National Institute of Technology, Kurukshetra - MBA (Marketing), CGPA: 8.26

Chaudhary Charan Singh University, Meerut - B.Com, Percentage: 52%

Experience

Social Media Manager | Money King Financial Services Pvt. Ltd. | Mar 2025 - Present

- Designed and executed data-driven social media campaigns increasing engagement rate by 40%.
- Managed Meta Ads, social accounts, SIP and Demat account promotions, and lead generation campaigns.

Performance Marketing Intern | Asian Academy of Film and Television | Aug 2024 - Dec 2024

- Assisted in managing ad campaigns, analyzing click-through rates, and optimizing ad performance.

Digital Marketing Intern (SEO) | Cyfuture India Pvt. Ltd. | Jun 2023 - Aug 2023

- Conducted keyword research, backlink building, and competitor analysis.

Core Skills

Digital Marketing Tools: Google Ads, Meta Ads, Power BI, SEMrush, Canva

Social Media Management: Instagram, LinkedIn, Facebook, YouTube

Creative Skills: Poster Design, Presentation Design

Financial Skills: SIP & Demat Account Handling, Loan Consultation

Certifications

- Fundamentals of Digital Marketing - Google (2023)
- Data Analytics Workshop - NIT Kurukshetra (2023)

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- Personal Finance Master - Online (2024)

Languages

English - Professional Proficiency

Hindi - Native Proficiency