

BHAUMIK GALA

ABOUT ME

A strategic thinker in digital marketing, I create engaging brand stories and execute effective campaigns using social media and content strategy. With a strong foundation in social media, content strategy, and email marketing, I'm dedicated to helping businesses achieve their goals.

WORK EXPERIENCE

CONTACT

📍 Mumbai | India
📧 [Bhaumik Gala](#)
📁 [My Portfolio](#)
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JOB - SPECIFIC SKILLS

- Social Media Management
- Search Engine Optimization
- Meta Ads
- Content Strategy

TOOL PROFICIENCY

- Zapier
- CapCut
- SEMrush
- Google Analytics
- Hubspot

SOFT SKILLS

- Time Management
- Adaptability
- Strategic Thinking
- Communication Skills

CERTIFICATION

- Post Graduate Programme in Digital Marketing and Strategy IIDE - The Digital School | 2024
- Meta Blueprint Certified Digital Marketing Associate | 2024
- Google Ads Search Certification
- Hubspot Digital Marketing Certification | 2024
- CRM Certification | 2024

EDUCATION

Bachelor's in Commerce | 2024
Kandivali Education Society of Commerce and Arts

Savit Interactive, Mumbai

Social Media Growth Executive

Sept 2024 - Oct 2025

- Ideated monthly content calendars and provided creative direction to graphic and motion designers for cohesive brand storytelling.
- Coordinated with clients and internal teams to ensure smooth workflow, timely approvals, and early deliverables.
- Created detailed monthly performance reports to analyze results and optimize future content strategies.
- Managed project timelines, facilitating effective communication between internal teams for early and high-quality outputs.

BrewdMedia, Mumbai

Social Media Manager

Jan 2024 - August 2024

- Developed a content calendar that aligns with the brand's mission (#YourOneStopHardwareSolution) and crafted Ad scripts for YouTube and micro influencers.
- Managed a 10-day Meta Ads campaign targeting cities like Dehradun, Bhopal, and Indore, achieving a reach of 1,161,217 with a CPC of ₹2.58 for awareness.
- Generated 5,165 landing page views at a CPR of ₹0.79 for the website traffic campaign.

Mind Frame India, Mumbai

Digital Marketing Executive

Jan 2023 - Sept 2023

- Executed a successful meta lead generation campaign for Nesco Foods, securing 60+ leads at a cost per lead of ₹23.
- Conducted a successful organic social media strategy for Kolorr, resulting in a 150+ followers increase and 50+ comments within 1 week.
- Utilized Google Analytics and Hubspot to track key performance metrics and optimize marketing efforts, resulting in a 25% decrease in cost per acquisition.

Social Media Executive

May 2022 - Dec 2022

- Developed and implemented social media marketing strategies for Persian Darbar to increase reach by 75% and engagement by 20% on Instagram.
- Managed multiple social media platforms like Meta, LinkedIn, Pinterest & YouTube for content creation, scheduling.

Social Media Intern

Dec 2021 - April 2022

- Created Posts for the agency MindFrameIndia and Mahatta Art using Canva & Photoshop.
- Created and scheduled more than 60 rich pins for OYO Germany.
- Collaborated with the team to assist with the photoshoot for food dishes at Persian Darbar.