

Garsha Sai Nitesh

Mobile - +91-7838713728

Email- garshasainiteshv@gmail.com

Objective:

Seeking an impactful role where I can leverage my 5 years of experience in client communication, social media, and team coordination. With a proven track record in these areas, I aim to significantly contribute to achieving excellent performance in the role.

Professional Experience:

Company- Tag (Denstu)

Designation- Social Media Strategist

Period- July 2023 - Present

Role:

- I worked with Pernod Ricard brands: The Glenlivet, Jameson, Skrewball, Jefferson's Bourbon, Chivas, TX Whiskey, and Kahlua, and Canadian brands: Crab Classic, Ken's Foods, Meadows, Tetely Canada and ED Smith
- Played a key role in developing comprehensive content calendars, ensuring a well-structured and consistent content plan aligned with business objectives.
- Provided in-depth insights and recommendations to shape the quarterly content strategy, optimizing engagement and brand presence across various digital platforms.
- Produced detailed monthly and quarterly reports using advanced social listening tools like Sprout and Brandwatch, analyzing audience behavior, sentiment, and trends to drive data-informed decisions.
- Actively contributed to the planning, execution, and performance analysis of advertising campaigns, ensuring they are aligned with content strategy and business goals.

Company- The Ballot House UK

Designation- Senior Digital Media Analyst

Period- September 2021 - May 2023

Role:

- Led the branding and content strategy of the BJP Rajasthan State President, Dr. Satish Pooni, during his tenure
- Planned and executed Social Media campaigns like #SachToYehHai and #SukanyaSamruddhiYojan, which made it to the Twitter trending list
- Over one lakh accounts have been opened for girls under the #SukanyaSamruddhiYojana in Rajasthan.
- Achieved a growth of 108% on all social accounts, with Twitter and Facebook crossing half a million
- Ideated print designs for over 20 on-ground events and rallies.
- Managed a team of 5 members comprising content writers, graphic designers, video editors, and 60 BJP karyakartas
- Worked with Social Media Analytics and Listening tools (Keyhole and Awario) to track political narratives on Twitter

Company- Pinkquill (Digital media agency)

Designation- Digital Strategist

Period- June 2020- June 2021

Role:

- Developed content strategy and campaigns for Indian Navy accounts
- Planned and executed Social Media campaigns like #KnowYourNavy for Navy accounts
- Planned and executed campaigns highlighting the Navy's role in the Indo-Pakistani War of 1971 during the 50th anniversary in 2021
- Achieved a remarkable 35% increase in overall engagement rate on Twitter.
- Generated listening reports tracking campaigns and narratives built by Pakistan proxy accounts against the Indian Navy through the Meltwater Tool

Academic Qualifications:

University/College	Degree	Marks/CGPA	Location
Amity University	B-Tech ECE	5.6 CGPA	Noida
Indian Institute of Mass Communication, JNU New Delhi	PG Diploma in English Journalism	74.15%	New Delhi

Skills:

- Content ideation, execution, and marketing
- Social Media strategy and client communication
- Brand strategy
- Graphic and Video Design Principles
- Proficiency in Social Media Analytics tools
- Copywriting

Awards:

- I was honored with a 1/4th fee **Free-Ship** by **IIMC** for my performance in the entrance exam
- **IIMCAA**, the esteemed alumni organisation of **IIMC**, granted me a scholarship of **25K**

References available upon request