



LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- German (Basics)

SKILLS

Growth & Strategy

- YouTube Growth & Monetization
- Content Operations
- Content Strategy & Ideation
- Audience Retention
- Campaign Planning
- Performance Tracking

Marketing & Analytics

- Social Media Marketing
- SEO & SEM
- Google Analytics
- Meta Marketing Analytics
- A/B Testing

Creative & Content

- Copywriting
- Script Writing
- Creative Writing
- Brand Storytelling
- Graphic Design
- Video Editing (basic)
- Thumbnail Design

Tools & Platforms

- Canva
- Adobe Creative Cloud
- WordPress
- Google Workspace & Microsoft 365
- Excel & Google Sheets
- Slack
- AI Tools

CERTIFICATION

- Adobe Marketing Specialist
- Adobe Social Media & Content Strategy
- IIM Ahmedabad Leadership Skills
- Meta Social Media Marketing
- Google Digital Marketing & E-commerce
- Meta Marketing Analytics

NAVYA RANA

MARKETING, GROWTH & CONTENT STRATEGIST

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PROFILE

Growth & Content Operations Specialist with hands-on experience in scaling international digital channels and building monetization strategies. I'm aspiring to step into mid-level Growth & Content Strategy roles, where I can leverage my mix of business acumen, content operations expertise, and marketing skills to drive larger-scale impact. My goal is to lead teams, expand digital communities, and create data-backed growth strategies that align business goals with creative execution.

EDUCATION

UPES, DEHRADUN (2023-2025)

MA in Mass Media (Broadcasting)

Focus on: Digital Media, Content & Marketing

Jamia Millia Islamia (2022-2025)

Bachelor of Business Administration (BBA)

Focus on: Business Management & Marketing

MAHGU, UK (2019-2022)

Bachelor of Science (ZCB)

Focus on: Analytical & Problem-Solving Foundation

Delhi Public School, Roorkee

Class XII (PCB, 2019) | Class X (2017)

WORK EXPERIENCE

Pocket FM (Nov 2024 - Present)

Content Operations Associate - Growth & Strategy

- Drove international growth (US, UK, Germany) across YouTube & social platforms.
- Monetized 3 YouTube channels in 2-3 months, scaling from 0 → 5K+ subscribers with steady revenue.
- Managed & mentored 1 intern + 4 editors, ensuring quality & timely execution.
- Implemented A/B testing for thumbnails, titles & formats → improved CTR & retention.
- Launched membership programs & grew communities on Telegram, Discord, Reddit.

Dainik Bhaskar (February 2025 - April 2025)

Social Media Executive

- Executed content campaigns on Instagram & Twitter to boost web traffic and audience engagement.

Hindustan Times Media Group (June 2024 - Nov 2024)

Data Ops & Research - Intern

- Track various internal & external public research, Value-added research about companies

Influencer Marketing & Brand Partnerships (June 2022 - June 2023)

Consultant

- Facilitated 15+ brand-influencer campaigns across lifestyle, fashion & FMCG.
- Matched nano (1K-10K), micro (10K-50K), and macro (100K+) influencers with brand goals.
- Negotiated pricing, deliverables & timelines → ensured ROI-driven collabs.

EXTRA-CURRICULAR ACTIVITIES

National Art & Photography Awards | Research Paper on AI in Media | Speaker at Himalaya Calling Summit | 300+ Non Credit Certifications