

# Vibhanshu Sharma

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Dynamic and results-oriented digital marketer with 2+ years of experience in client servicing, social media management, and Content. Skilled in creating and executing targeted marketing campaigns, optimizing online presence, and fostering strong client relationships. Have completed PGDBM/MBA in Marketing from NMIMS, with a Bachelor's degree in Film, Television, and New Media Production.

## Professional Experience

### Client Servicing Executive

**NOT YOUR IDEA LLP, Mumbai, Maharashtra**

May 2024 – May 2025

- Coordinated with clients to address queries, ensuring seamless communication. Strategically planning of campaign and content calendar and building strong relationships by understanding client needs and expectations. Summarized and shared insights to streamline internal operations. Presented monthly website performance reports and strategic insights to clients. Managed website and Social media performance and ensured functionality for multiple brands. Sector as (1-BFSI, 2-Financial market and security, 2- Travel & Tourism, 1-Alcohol.)
- Work: <https://youtu.be/awSxcX6poOg?si=cg4FPkRXrCholDWB>

### Digital Marketing Executive (Intern)

**IARISTA ARTHA PVT LTD, Mumbai, Maharashtra**

Oct 2023 – Mar 2024

- Optimized social media presence on LinkedIn, Instagram, and Facebook. Developed and curated high-quality content using research and polished visuals. Conducted on-page SEO to enhance platform visibility. Designed client pitch presentations and executed targeted paid campaigns. Analyzed performance metrics to refine engagement strategies.

### Retail Marketing

**OMVEERA ICE CREAM, Maharashtra**

Aug 2022 – Sep 2023

- Managed retail sales and customer relationships. Supervised a team and introduced innovative product ideas.

### Digital Marketing Intern

**OUTBOX MEDIA PVT LTD, Mumbai, Maharashtra**

Jan 2022 – Jun 2022

- Conducted SEO on YouTube videos to improve rankings and viewership. Created innovative content, including YouTube Shorts, and designed thumbnails. Analyzed CTR, view times, and PPC trends for weekly reports.

## Education

**NARSEE MONJEE INSTITUTE OF MANAGEMENT STUDIES (NMIMS), Mumbai, Maharashtra**

Jun 2022 – Dec 2024

Master's in Marketing Management - Marketing management

**UNIVERSITY OF MUMBAI, Mumbai, Maharashtra**

May 2018 – Feb 2020

Bachelor's in Film, Television, and New Media Production - Film making

**Skills**

- Digital Marketing Strategy
- Social Media Optimization & Management
- Client Relationship Management
- Content Creation & Curation
- Adobe Photoshop & Premiere Pro
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Effective Communication
- Interpersonal skill