

# MANSI SHARMA

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Portfolio Link : <https://mansisharmaportfolio.aflip.in/marketingstrategist.html>

## Marketing Strategist | Customer Relationship Manager | Digital Marketer

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With over 6+ years of diverse experience as **Digital Marketing Manager**, I have built and scaled brands across multiple industries through a hands-on, growth-driven approach.

My career journey has evolved from executing **performance-focused campaigns** to owning **end-to-end marketing strategies** that drive visibility, engagement, and measurable business outcomes.

My expertise spans **website design and development, content and social media marketing, graphic design, paid advertising, SEO, email** and **WhatsApp marketing**, along with sales coordination and lead nurturing.

I bring a strong blend of creativity and analytics, enabling brands to not just grow- but grow sustainably. Passionate about staying ahead of industry trends, I continuously experiment with new tools, platforms, and methodologies to optimize marketing initiatives and deliver consistent results.

## Key Marketing Skillsets

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Website Designing & Development | SEO | Social Media Management | YouTube Optimization | Content & Copywriting | Blog Writing | E-mail Marketing | Video Editing | Project Management | WhatsApp Marketing | Google Ads | Meta Ads | Sales Management

## Technical Skillsets

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WordPress, Wix, Shopify, Facebook, Instagram, TikTok, LinkedIn, Mailchimp, One, Klaviyo, Brevo, Aisensy Google Analytics, Google Search Console, Semrush, Keyword Planner, WhatsApp Api Dashboard of Aisensy, Meta Ads, Canva, Wondershare Filmora, Microsoft Office, ChatGpt, Perplexity, Mid journey, Bitrix24 CRM, Zoho

## Certifications

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Google Ads Display Certification | Google Ads Search Certification | Google Ads Video Certification | Google Ads Apps Certification | Google Ads Measurement Certification | Google Shopping Ads Certification | Google Analytics Individual Qualification | YouTube Asset Monetization | Google Advanced Social Media Certification | SEMrush SEO Certification | Canva Certification from Udemy

## Professional Experience

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### Marketing Head & Sales Manager | The Human Capital | Denver, United States

- Website designing & website management
- Planning and execution of social media marketing strategies
- E-mail campaigns strategizing & implementing newsletters
- Managed 16 clients across various industries at once being a team leader and managed team of 10 members
- Focus on client acquisition, fostering new and nurturing existing relationships
- Developing social media strategies and grid planning
- Ideating and executing content and creatives
- Running Meta ads and generating leads.
- Conducting sales calls and client meetings
- Implementing WhatsApp marketing for lead nurturing

### Social Media Manager | Let's Build Brands Media | Hauz Khas, Delhi, India

- Managing 9 clients across various industries
- Developing content strategies and grid planning
- Ideating and creating video content and creatives
- Lead generation
- Conducting sales calls and client meetings
- Planning and scripting shoots for content creation
- Implementing WhatsApp marketing for lead nurturing
- Executing email marketing campaigns
- Team management

### Digital Marketing Manager | Charava | United Kingdom

- Graphic designing & video editing for social media platforms
- Implemented SEO strategies for website on Shopify
- Planned and executed social media marketing strategies & calendar
- Created newsletters and done email marketing campaigns for new launched products, occasional discounts using Klaviyo

### YouTube SEO Expert & SEO Executive Jr. | Unyscape Infocom | Noida, UP, India

- Craft compelling YouTube video titles, descriptions, and thumbnails
- Manage Google and Facebook ad campaigns
- Design social media posts and edit videos for online platforms
- Evolved into SEO Executive, specializing in keyword research, competitor analysis, and strategic SEO recommendations

### Digital Marketing Manager | Wish A Brand | Nehru Place, Delhi, India

- Designed websites using CMS such as WordPress and Elementor
- Ran Facebook, Instagram, and Google Ads for B2C and B2B companies
- Conducted SEO audits and created pitch reports
- Client management

## Education

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- Digital Marketing Diploma | Gourav Digital Club
- Bachelor of Computer Applications | Jamia Hamdard University, Distant Learning
- Senior Secondary School | Kendriya Vidyalaya, Keshav Puram
- Secondary School | Kendriya Vidyalaya, Keshav Puram

## Personal Details

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- Date Of Birth: 25th October 1997
- Languages: Hindi and English
- Citizen: Indian
- Current Location: Tri Nagar, New Delhi, Delhi, India