

MANSI SHARMA

+91-7827001005 | sharma2506mansi@gmail.com

<https://www.linkedin.com/in/iammansisharma>

www.whymansi.com

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

Marketing Strategist | Customer Relationship Manager | Digital Marketer

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

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

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

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

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

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

Personal Details

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