

Vithika Gururani

vithika39@gmail.com | 8218481943 |

[LinkedIn Profile](#)

[Marketing Portfolio](#)

SUMMARY

Passionate and driven Marketing Specialist with extensive experience in digital marketing, specializing in social media management, and content strategy.

EXPERIENCE

Freelance Social Media Marketing Specialist (March 2023 – Present)

- **Smart Sen8e, Hampshire, UK :**
 - Execute a 15-day Instagram content calendar to boost engagement.
 - Develop integrated B2B/B2C strategies with major industry players.
 - Oversee creative content development and data-driven optimizations.
 - Lead targeted product launch campaigns focusing on design and functionality.
 - Monitor trends to refine marketing strategies dynamically.
 - Spearheaded digital marketing for smart tech products (jewelry, kitchen systems, apparel).
- **Personal Brand: LinkedIn**
 - Conducted market research to identify emerging social media trends and technologies beneficial to the brand's online presence.
 - Consulted with clients to discuss short-term and long-term goals to develop a social media roadmap and produce specific timelines and costs for services.
 - Grew LinkedIn profile from scratch to **5,000+ organic followers** by leveraging strategic content marketing, engaging storytelling, and data-driven audience insights.
 - Strengthened personal branding while building meaningful professional connections across industries.

Social Media Marketing Specialist: Wing Assistant | June 2023 – February 2024

- Developed and executed brand initiatives that resulted in a 30% increase in brand awareness and audience growth within six months.
- Standardized brand messaging across five social media channels, increasing brand recall by 25%.
- Launched a lead-generation drip campaign that achieved a 10% response rate, contributing to a 20% increase in prospective client engagement.
- Created platform-specific social media strategies for Instagram, Facebook, and Twitter, which led to a **35% increase in platform engagement and 40% growth in followers.**
- **Social Media Marketing Manager: ECHO Malaysia | December 2022 – February 2023**

- Increased audience engagement by **25% in three months** through targeted content strategies and community-building efforts.
- Improved email campaign open rates by 20%, leading to a 10% increase in click-through rates.
- Presented monthly performance reports with data-driven insights, resulting in a 15% improvement in campaign efficiency.
- Managed daily content for Facebook, Instagram, and Twitter, achieving a 30% growth in audience reach.

Digital Marketing Specialist: DRIM Marketing | July 2022 – November 2022

- Spearheaded 10 influencer marketing campaigns that elevated brand visibility, contributing to a 25% increase in social media following and 20% boost in overall customer engagement.
- Strategically partnered with **15 high-impact influencers, resulting in a 40% higher engagement rate and a 30% increase in positive customer sentiment.**

Social Media and Content Marketing Manager Mentor Facts Marketing | June 2020 – May 2022

- Optimized website content and layout, boosting organic traffic by 43% and achieving a 25% increase in conversion rates.
- Designed visually engaging content with Canva, generating over **10,000 views within one month and increasing content engagement by 35%.**
- Collaborated with design and copy teams, producing 200+ high-impact visuals that contributed to a 20% increase in audience interaction.
- Managed online communities, responding to customer queries and fostering engagement, enhancing brand loyalty and customer retention.
- Developed and executed social media campaigns tailored to target audiences, leading to a 30% increase in follower growth and improved brand visibility.

VOLUNTEER EXPERIENCE

Community Volunteer & Social Activist Taameer Artist | SAHARA NGO | January 2022 – December 2023

Advocated for sustainability and environmental protection in underprivileged communities through workshops and campaigns.

EDUCATION :

Bachelor of Technology || University of Petroleum and Energy Studies, Dehradun | 2020

CERTIFICATIONS

Digital Marketing Specialization - University of Illinois | April – August 2024