ANKIT JAIN

DIGITAL MARKETING MANAGER

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PROFESSIONAL OBJECTIVE

Performance-driven Social Media Manager and Meta Ads Specialist with a proven track record across 65+ clients spanning government, D2C, and B2B industries. Skilled in scaling high-growth social media accounts, executing Meta Ads campaigns that convert into leads and ecommerce sales, and leading cross-functional creative teams that ship fast. Currently managing 12+ client social media accounts while leading an 8-member creative and marketing team. Proven ability to turn advertising budgets into measurable revenue, and data into marketing strategies that actually move brand growth.

TECHNICAL SKILLS

Social Media Strategy & Management | Social Media Growth & Engagement | Meta Ads Campaign Management | Google Ads Campaign Management | Team Leadership & Coordination | Content Strategy & Copywriting | Ecommerce Advertising | SEO Strategy & Performance Monitoring | Client Communication & Management | Marketplace Account Management | Influencer Marketing Campaigns | Brand Strategy & Positioning | Conversion Optimization

PROFESSIONAL EXPERIENCE & PROJECTS

Social Media Manager

Agile Tech Solutions Pvt. Ltd. | May 2026- Present

- Manage social media strategy and execution across multiple platforms to enhance brand visibility and audience engagement.
- Plan, execute, and optimize Meta Ads campaigns for lead generation, awareness, and performance marketing objectives.
- Handle digital marketing activities for government and corporate projects, ensuring alignment with project goals and communication guidelines.
- Lead and coordinate a cross-functional team, assigning tasks, monitoring progress, and ensuring timely project execution.
- Act as the primary point of contact for clients, understanding requirements and developing effective digital marketing strategies.
- Develop content calendars, campaign plans, and social media initiatives to strengthen brand presence and engagement.
- Monitor campaign performance and audience insights, providing actionable recommendations to improve results.
- Collaborate with designers, content creators, and marketing teams to ensure consistent brand communication across digital channels.
- Manage the company's social media presence, driving engagement, brand awareness, and community growth.

Social Media Manager & Performance Marketing Executive

Recreators Design & Media Pvt. Ltd. | Jan 2025 - April 2026

- Manage 12+ social media accounts across industries including food, perfume, astrology, law firms, consulting, flowers, and solar brands.
- Plan and execute Meta Ads campaigns for lead generation and ecommerce growth, optimizing creatives, audiences, and campaign performance.

- Managed ecommerce advertising campaigns with monthly budgets exceeding ₹70,000, generating 500+ monthly orders for a perfume brand.
- Lead and coordinate an 8 member cross functional team including designers, video editors, developer, SEO specialist, ads executive, and photoshoot specialist.
- Develop social media strategies and content calendars to improve brand visibility, audience engagement, and campaign consistency.
- Manage social media accounts including a high engagement page with 97K+ followers, maintaining consistent content performance.
- Execute influencer marketing collaborations, coordinating with creators to expand brand reach and engagement.
- Manage brand presence and product listings on Amazon, Flipkart, and Blinkit, supporting ecommerce growth and visibility.

Project Manager / Digital Marketing Executive
Mendica Infotech Pvt. Ltd. | Aug 2022 - Jan 2025

- Managed digital marketing and website development projects for multiple client businesses across different industries.
- Coordinated with design, development, and marketing teams to ensure smooth project execution and timely delivery.
- Supervised development and optimization of 7+ business websites and landing pages using WordPress and front end technologies.
- Monitored SEO strategies and performance, guiding the SEO team to improve website visibility and organic search presence.
- Managed social media activities including content planning, creative coordination, and campaign support.
- Planned and executed Meta Ads campaigns focused on lead generation and audience targeting.
- Acted as the primary communication point for clients, understanding requirements and ensuring successful project delivery.

EDUCATION

Teerthankar Mahaveer University
Master's Degree in Business Administration | 2021 – 2023

Dr. Harisingh Gour Central University
Bachelor's Degree in Business Administration | 2017 – 2020

CERTIFICATIONS AND TRAINING

Digital Marketing Certification (Digiperform, Noida), Leadership & Human Resource Management Certification (TMU), Computer Applications Certification (Mahaveer Computers, Sagar), Social Media Marketing Certification (Coursera)

ACHIEVEMENTS

- Awarded **Best Employee of the Year** at Mendica Infotech for outstanding project management and digital marketing contributions.
- Received the **Best Writer Award** at Teerthanker Mahaveer University and had an article published in the official TMU magazine.
- Published the poetry book "**Fragrance of the Soul: Verses of Life's Kaleidoscope**", featuring original poems centered on philosophy, life, and creative storytelling.