

SANDALI SINGH

Lucknow (UP) | +91-8319903759 | Sandaligour.sg@gmail.com | <https://www.linkedin.com/in/sandali-singh-8128bb20a/>

I hate selling myself and love selling brands. Here are six quick things about me and my work: I've been crafting Creative Campaigns for 3+ Years, With a passion for pushing boundaries and an acute sense of copywriting. I bring a wealth of experience to the table, my skills - social media, and content marketing, helping brands and agencies stand out from the crowd. Starting young, I developed a knack for strategy, planning, and executing effective marketing tactics. My goal now? To continue expanding my expertise and revolutionize the world of marketing.

EDUCATION

BACHELOR OF MASS AND COMMUNICATION

Indraprastha University, New Delhi

SKILL\CERTIFICATION

- Social media marketing
- Content marketing
- Campaign marketing
- Project Management
- SEO and SEM
- Visual Design + communications
- Meta ads
- Analytics + Data analysis
- Basic HTML/CSS (WIP)

SOFT SKILLS

- Growth-oriented mindset
- Innovative thinking
- Initiative driven
- Highly organized
- Operational excellence
- Solutions focused
- Accountability
- Problem solving
- Strong Communication

EXPERIENCE

SENIOR SOCIAL MEDIA MARKETING STRATEGIST

YelloDrive, May 2024 - July 2024

- My responsibilities include:
- Crafting and implementing social media strategies, crafting pitch decks, brand decks, making and analyzing reports and more.
- Overseeing campaign ideation, execution, and reporting
- Managing over 25 brands like - FocusU, ah ventures!, stamin, Licks and crunch, Nytarra and more
- Serving as the point of contact for campaigns and overall social media management
- Copywriting for brands

SOCIAL MEDIA MARKETING STRATEGIST

SyncWorks, September 2023 - May 2024

- Lead - Social media strategy. Campaigns ideations + Executions and reporting.
- Product Marketing, Product updates, and Product research.
- Collaboration with - Mahindra Farm Machinery, Krish-e, Boehringer Ingelheim and more
POC for campaigns and overall social media.
- Increase brand awareness and recognition through creative campaigns and content.
Better and timely than the competitors.

SOCIAL MEDIA MARKETING MANAGER

CEDCOSS, March, 2023

- Social media management, Third-party promotion.
- Product Marketing, Product updates, and Product research.
- Collaboration with, marketplaces - Shopline, POC for campaigns and overall social media, **Products handled: Woocommerce**. Most successful woo commerce integration: **Woo-Esty**
- Increase brand awareness and recognition through creative campaigns and content.
Better and timely than your competitors.

SOCIAL MEDIA HEAD

SHEROES, Aug 2021 - September 2022

- Implemented content strategy and curated viral content, Wrote scripts for celebrity interviews, Lead Townhall campaigns.
- Managed a team to produce high-quality content, including scripts for multiple videos, resulting in a successful collaboration with **Netflix** and **Google WomenWill** Program.
- Managed SHEROES app community.

SANDALI SINGH

Saket, Delhi | +91-8319903759 | Sandaligour.sg@gmail.com | <https://www.linkedin.com/in/sandali-singh-8128bb20a/>

SOCIAL MEDIA MANAGER

[Nivedan rathi internship/freelance](#) | Sept 1 2021 - June 1 2022

- Successfully increased Instagram following by **2k in 4** months through targeted content strategy and influencer outreach
- Experienced in graphic design, scriptwriting, copywriting, and video editing for various startups and platforms, including YouTube and social media.
- Skilled in research and execution for app and website improvement and content creation, mastered **linkedin growth** hack increased followers from **1k to 7k**

INFLUENCER MARKETING MANAGER (INTERNSHIP)

[Social Arrow](#) Jan 2023

- Leading social media campaigns for clients to engage target audiences and drive online
- Reaching to companies, potential clients celebrities and writing proposals.
- Managed end-to-end project execution, collaborated with the design team campaign deliverables.

SOCIAL MEDIA MANAGER

[Baron Entertainment](#)

- Managed social media campaigns to engage target audiences and drive online
- Reaching to managers of celebrities and writing proposals.
- Managed end-to-end project execution, collaborated with the design team for minimalist social media designs.

SOCIAL MEDIA MANAGER/OVERALL COORDINATOR

[HistoryDiaries](#) | Aug 1 2021 - Nov 1 2022

- Managed social media campaigns for workshops and anchored online events and workshops, worked as an editor.
- Built website, provided all content and self-designed graphics.
- derived online community growth, utilizing data analysis to inform content strategies and optimize engagement.
- Managed end-to-end project execution, collaborated with the design team for minimalist social media designs.

SOCIAL MEDIA MANAGER

[Oorjaa Sustainable Solutions LLP](#) · Sep 2020 - Jan 2021

- Managed social media campaigns to engage target audiences and drive online community growth, utilizing data analysis to inform content strategies and optimize engagement.
- Managed end-to-end project execution, collaborated with the design team for minimalist social media designs.
- And a lot of thing around donation campaigns.