
Puneet

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Summary

Visual artist based in New Delhi with expertise in photography, design, and video editing. Proven ability to enhance brand visibility and engagement through effective social media marketing and content creation. Strong track record of delivering visually compelling solutions that drive business growth.

Experience

Studio Olives Cre - Marketing Manager 01/2024 - Current

- Achieved a 75% increase in organic website traffic within six months through strategic SEO implementation and content optimization.
- Boosted social media engagement by 60% by integrating short-form video content, aligning with the trend that 80% of consumers prefer videos under 30 seconds.
- Enhanced brand visibility by 40% through targeted influencer collaborations and community-driven campaigns

Dlayout Advertising - Social Media Manager 05/2023 - 10/2023

- Led social media campaigns for brands like Tata, Ledvanced, and D.light, resulting in a 50% increase in brand engagement.
- Implemented data-driven strategies that improved click-through rates by 30%, leveraging the fact that posts with images garner 650% more engagement than text-only posts.
- Optimized content delivery times, leading to a 25% boost in audience reach and interaction.

Branding Brains - Social Media Strategist 04/2022 - 01/2023

- Developed and executed content calendars that increased follower growth by 35% across platforms.
- Utilized trend analysis to create timely content, resulting in a 20% uptick in user engagement.
- Collaborated with creative teams to produce high-performing content, contributing to a 15% increase in conversion rates.

Skills

Strategic & Marketing

- Social Media Strategy & Influencer Campaigns
- SEO Implementation
- Trend Spotting & Data Analysis
- Community Engagement & Growth

Collaboration & Management

- Brand Partnerships
- Campaign Management
- Communication & Creative Collaboration
- Web Branding & Copywriting

Creative & Content

- Photography & Videography (Lifestyle | Food | Fashion)
 - Visual Storytelling & Video Editing
 - Creative Direction
 - Content Creation for Web & Social Media
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Education

01/2023

Ambekeshwar Group of Institutions

Lucknow

Bachelor: Computer Applications

Investopia - Social Media Content Creator

12/2021 - 04/2022

- Produced multi-platform content that led to a 50% rise in audience interaction and a 10% increase in website traffic.
- Authored blogs and articles that improved SEO rankings, contributing to a 25% growth in organic search traffic.
- Enhanced brand storytelling through compelling visuals, aligning with the statistic that posts with images receive 94% more views.

Gawking Geeks - Social Media & Community Manager 01/2015 - 01/2020

- Built and scaled a digital media platform, achieving a 300% increase in monthly active users over five years.
- Implemented community engagement strategies that led to a 50% rise in user-generated content, enhancing brand authenticity.
- Managed multi-channel content distribution, resulting in a 40% growth in overall brand reach.

Freelance - Photographer & Videographer

- Specialized in visual storytelling for lifestyle, fashion, and food brands.
- Collaborated with:
Swiggy, Shein, Geetanjali Salon, Thechikanlable, Meiraas, Five Point Five, Pirates of Grill, Black Brew House
- Created brand-aligned content to amplify outreach and strengthen market presence.

TOOLS & PLATFORMS

• **Creative & Visual Design**

Adobe Photoshop · Lightroom · Premiere Pro · After Effects · Canva · Adobe Express

• **Social Media Management**

Metricool · Hootsuite · Buffer · Meta Business Suite

• **Analytics & SEO**

Google Analytics · SEMrush · Google Keyword Planner

• **Web & UI/UX**

WordPress · Figma