



CONTACT

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- Bhagalpur, Bihar
(Hometown)
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SKILLS

- Social Media Marketing
- Content Strategy
- Instagram Growth
- Content Creation
- Brand Building
- Copywriting
- Canva
- CapCut
- Adobe Express
- AI Tools (ChatGPT, Gemini)
- Community Management
- Marketing Analytics
- LinkedIn Marketing
- Reddit Marketing

CERTIFICATIONS

- Assess for Success: Marketing Analytics and Measurement Google 2026
- Social Media Content and Strategy Adobe 2026
- Design Fundamentals with AI Adobe 2026

TOOLS I USE

- Canva
- CapCut
- Adobe Express
- Meta Business Suite
- ChatGPT
- Gemini
- Notion
- Google Analytics

LANGUAGES

- English
- Hindi
- Fluent
- Native

SHIVAM SHARMA

SOCIAL MEDIA MARKETER & CONTENT STRATEGIST

"I don't just create content, I build brands that connect."

Results-driven marketer helping restaurants, cafés, and local businesses grow online through strategic content, branding, and organic marketing. I create engaging content that connects, builds trust, and drives real business results. Strong believer in 80% value-driven content and 20% promotion.



450K+

Monthly Organic Reach Generated



3X

Increase in Client Inquiries



15K+

Local Audience Managed



60/60

Tickets Sold Out (Weekend Workshop)



EXPERIENCE

Freelance Social Media Marketer & Content Strategist

2025 – Present

Bhagalpur, Bihar | Remote

Helping local restaurants, cafés, and businesses strengthen their digital presence through strategic content marketing, branding, and audience engagement.

Tandooriwala Bhagalpur

- Planned and executed monthly content calendars.
- Created promotional campaigns for offers, festivals, and new menu launches.
- Boosted brand visibility and customer engagement through Instagram content.
- Consistently generated high reach and increased customer inquiries.

Weekend Tote Bag Painting Workshop – Marketing Campaign (Week.nd.Club)

Connected with the workshop organizer randomly and took full responsibility for marketing and content strategy. Event was about a creative workshop and tote bag painting.



20 – 21
June 2026



20 June 2026 (Saturday)
30 Seats



21 June 2026 (Sunday)
30 Seats

- Launched a campaign with a viral hook and storytelling approach.
- Focused on 80% value-driven content and 20% promotion.
- Created and posted a single high-performing Reel that went viral.
- Sold out 60/60 tickets across the weekend (30 on Saturday + 30 on Sunday).
- Event was a massive success with full attendance on both days.
- Achieved this without spending a single rupee on ads.



KEY ACHIEVEMENTS



450K+

Monthly organic reach across client campaigns



3X

Increase in client inquiries through content optimization



60/60

Tickets sold out for weekend workshop event



80/20

Content strategy that drives trust, not just promotion



EDUCATION

Bachelor of Science (B.Sc.)
Zoology

Tilkamanjhi Bhagalpur University
(2023 – 2027)



ADDITIONAL INFO

- Available for Remote, Hybrid & On-site Roles
- Willing to relocate & travel for the right opportunity
- Flexible with time zones & ready to work on projects
- Passionate about brands, content & growth