

ARYAN SHARMA

FULL STACK MARKETER

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PROFILE SUMMARY

I'm a **full-stack marketer** and storyteller with **6 years** of work experience, have a strong background in social media strategy, product communication, and brand building. Over the past few years, I've led content and marketing efforts for tech startups, creators, and consumer brands – driving growth through campaigns that blend creativity with data. I've managed Instagram and YouTube channels for CEOs and brands, built CRM strategies that boosted retention, and **scripted Viral content** with founders and industry leaders. I thrive at the intersection of content, communication, product—always aiming to create things that resonate, convert, and grow.

EDUCATION

2024 - 2026

NMIMS - MUMBAI

- Master of Business Management

2015 - 2019

GRAPHIC ERA UNIVERSITY

- B.tech P.E.
- GPA: 7.0

SKILLS

- Performance-Marketing (Google/Facebook Ads)
- Content marketing (Social, SEO)
- CRM & Automation (email,push, WhatsApp flows)
- ATL/BTL Marketing

WORK EXPERIENCE

REVAMP

Marketing Lead

JULY 2025- PRESENT

- At Revamp, I am managing two diverse brands under my portfolio – **Golden Aces** (gaming & entertainment), **Rajdarbar Reality** (Residential, commercial and coworking spaces) and I lead the overall execution of **The Agra Adventure Rally 2026** (made it housefull, accuired 3 sponsors, 8 big influencers, news partners and PR which gave overall 2 CR views Pan India) My role involved leading the entire 360° marketing function, ensuring that all brands built strong visibility, engagement, and revenue growth.

Key Responsibilities

- Spearheaded end-to-end marketing strategy for both brands, from ideation to execution.
- Managed performance marketing campaigns across digital platforms, optimizing ROI and scaling user acquisition.
- Directed content creation – scripting, copywriting, and campaign ideation – tailored to brand positioning and audience engagement.
- Designed and executed brand campaigns (seasonal promotions, product launches, festive campaigns) with measurable results.
- Handled creative strategy & communication, ensuring consistent brand voice across social, digital, and offline channels.
- Collaborated with cross-functional teams and external partners to ensure seamless execution of campaigns.

PERFORMANCE MARKETING TOOLS

- MetaAds Manager
- Google Ads
- LinkedIn Ads
- Google Tag Manager (GTM) – Tracking setup
- Google Analytics 4 (GA4)

CRM, AUTOMATION TOOLS

- CleverTap
- GupShup
- WATI
- Mailchimp
- HubSpot

CERTIFICATIONS

- Fundamentals of digital marketing by Google (2021) Google Ads
- Search Certification Google Analytics individual qualification
- Content marketing for Social media by LinkedIn
- Social media marketing: managing online communities by LinkedIn

WORK EXPERIENCE

Neofinity

Sr. Marketing Executive

MAY 2024- JUN 2025

- Owned end-to-end growth and user lifecycle for NeoZAP & NeoVault, executing integrated campaigns **across Email, SMS, WhatsApp, Push & Social to drive acquisition and retention.**
- Developed the **GTM strategy** for NeoVault, including positioning, messaging flows, and launch planning, resulting in strong early adoption.
- Designed and implemented gamification features in NeoVault to increase habit-building, engagement, and repeat usage.
- Partnered with product teams to turn insights into high-performing marketing hooks, in-app creatives, and user journeys.
- Led content & communication strategy for NeoZAP's launch across social media, in-app assets, website messaging, and PR.
- Built **CRM segmentation for 50k+ users** and deployed lifecycle journeys (onboarding, win-back, upsell) across Email, Push, and WhatsApp.
- Created targeted communication workflows that reduced churn among high-value users and improved long-term engagement.
- Conducted deep-dive analytics (SQL, Mixpanel) to benchmark competitors and uncover behavior patterns that shaped feature prioritization and revenue impact.
- Ran iterative A/B tests and performance reviews that enhanced channel efficiency and increased customer conversion by 25%

Geeks for Geeks

Social Media Executive

AUG 2021- MAY 2024

- Strategized and optimized **Video and Display ad campaigns, achieving an average 5% CTR** and expanding reach to an audience of over 30 million. Scaled YouTube channel from **600K to 1.2M** monthly views and increased subscriber growth from 1.5K to 5K per month through
- **SEO-driven content strategies.** Spearheaded brand activations, webinars, and offline community events, aligning campaigns with the company's overall brand strategy and goals.
- Managed a student community across platforms like Instagram and **Discord**, resulting in a **40% boost** in engagement through organic and influencer-led campaigns. Worked cross-functionally with sales and product teams to align marketing communication with revenue goals and product initiatives.
- Led **end-to-end ATL & BTL marketing campaigns**, including digital ads, influencer-led awareness drives, student ambassador programs, webinars, and campus activations — effectively aligning brand messaging across touchpoints.

BoAt lifestyle

Social Media Executive

AUG 2020- AUG 2021

- Led Instagram and YouTube marketing for Red Gear (a boAt gaming brand) and Misfit, growing reach and user interactions through platform-specific content and influencer collaborations.
- Supported the execution of content calendars, campaign rollouts, and real-time engagement during product launches.
- Partnered with internal creative teams and **external agencies to develop marketing collaterals**, enhancing storytelling and brand recall.