

SNEHA RANI

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PROFESSIONAL SUMMARY

Content strategist, copywriter and social media manager with 4+ years of freelance experience running Instagram and LinkedIn for D2C brands, SMEs and independent creators, plus agency work at Digiholic Marketing. I plan content calendars, write captions and short-form scripts in each brand's voice, coordinate creators and creative teams, and use engagement data to adjust what gets posted. MBA in Marketing from BML Munjal University.

WORK EXPERIENCE

Freelance Content Strategist, Copywriter & Social Media Manager Feb 2022 – Present
Self-Employed | Remote

- Ran Instagram and LinkedIn pages for 10+ recurring clients (D2C brands, SMEs, independent creators): content planning, scheduling, posting and community engagement.
- Built content calendars and personal branding strategies. Wrote captions, brand bios, landing pages, email newsletters, LinkedIn articles and short-form video scripts for brands and niche creators.
- Planned and ran influencer campaigns, from creator selection and briefing through coordination, publishing and delivery.

Content Writer & Communication Manager Jan 2024 – Jun 2024
Digiholic Marketing | Jaipur (Remote)

- Acted as the main contact between clients and the creative team, turning brand briefs into content direction and keeping approvals and delivery on track with designers and videographers.
- Wrote and published platform-specific content for 5+ client accounts, keeping each brand's voice distinct.
- Identified, contacted and onboarded 50+ influencers through cold DMs, handling negotiation and briefing.
- Managed campaigns from brief intake and content strategy through production, publishing and performance review.

Retail Marketing Intern Apr 2025 – Jun 2025
Carrier Midea India | Gurgaon

- Promoted to Team Leader within 15 days; coordinated daily communication across 35+ retail outlets in Delhi NCR.
- Trained and led 15+ associates on customer communication and consistent messaging.
- Created a demo video explaining the Carrier remote and app, used for customer education and associate training.

Management Trainee – Business Development May 2026 – Aug 2026
Jaro Education

- Counselled prospective learners on online MBA and higher-education programmes after understanding their career goals and requirements. Kept prospect data and follow-ups organised, coordinating with the team lead and manager.

SKILLS

Content: Content Strategy | Content Calendars | Copywriting | Script Writing | Brand Voice | Email Newsletters | SEO Fundamentals

Social media: Instagram | LinkedIn | Community Engagement | Engagement Tracking | Caption A/B Testing

Influencer Marketing: Creator Outreach | Negotiation | Briefing | Campaign Coordination | Client Communication

Tools: Canva | Meta Business Suite | MS Office | Google Workspace

Languages: Hindi (Native) | English (Professional Working Proficiency)

PROJECTS

Instagram Influencer Impact on Youth Mental Well-being Dec 2024 – Feb 2025
Business Research Methodology | BML Munjal University

- Designed and ran a survey (200+ responses), analysed the data and presented findings with visuals, along with platform-level and user-level recommendations.

EDUCATION & CERTIFICATIONS

BML Munjal University, Gurugram 2024 – 2026
MBA – Marketing (Major), HR (Minor) 70.3%

IIS University, Jaipur 2019 – 2022
B.Com. (Hons.) 56.70%

- RSCIT – Rajasthan State Certificate in Information Technology, Government of Rajasthan