



# SHIVAM SHARMA

Enterprising leader with a prestigious experience & chronicled success of **14 years** in driving growth via innovation & creativity, crafting & executing marketing strategies, while providing oversight/ direction to ensure sustainable growth through inspiring leadership. Studied **Artificial Intelligence for 1 year at IIM- Indore**. A visionary Creative with a diverse and rich experience & innovation excellence; targeting to express potential across challenging roles in , **Creativity, Marketing Management, Social Media, PR, Brand Management& Development, Strategy Evolution,**

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## Core Competencies

- Creative Writing, copy Writing, Vision & Thought Leadership
- Marketing Strategies (360° Marketing Management)
- Brand Strategy, Communication, Budgeting & Development
- Business Growth, Revenue Generation & Market Penetration
- Campaigns/ Promotional Activities
- Digital Marketing/ New Media Initiatives
- Strategic Alliances & Partnership
- Resource, Budget & Cost Optimization
- SLA & KPI Optimization
- Team Set-up & Stabilization
- Client/ Stakeholder Relationship Management
- Risk Assessment & Mitigation/ Business Continuity Planning

## Profile Summary

- **Dynamic & Dedicated Business Leader** with proven expertise in blending creative intellect/ insight and sharp planning skills in overcoming complex business challenges & making high stake decisions using experience-backed judgment, strong work ethics & irreproachable integrity across **Marketing Industry**.
- Visionary professional with skills in **creative direction, copy writing, content strategy, achieving business growth objectives**, optimizing the entire value chain of business, **developing creative Strategy** and Process for long term growth & ensuring the achievement of targeted top & bottom-line; skilled in turning-around the business and directing it towards growth by proactively analyzing business performance/ bottlenecks & maximizing the competitive strength for long-term success by successfully planning & executing multi-media campaigns for **objective-oriented ROI-based marketing plans** across **Social Media, E-Commerce & so on**.
- Excellence in devising **brand segmenting targeting & positioning strategy**; skilled in augmenting brand visibility through innovative marketing plan, communication strategy & campaigns and driving brand-positioning; skilled in conceiving & implementing **marketing plans** that fuelled market-place presence, revenue growth, brand visibility & loyalty and footfalls; successfully accelerated **brand awareness and target traffic**
- Proven excellence in **breaking new avenues, developing business from scratch, driving revenue growth** and proactively conducting opportunity analysis by tracking market trends & competitor moves to achieve market-share metrics; successfully strategized the long-term business directions by **Brandpositioning&** developing the right value proposition to offer it as the best choice for the target customer to displace other brands
- **Unique blend of leadership** with expertise to leadstrategic planning & operations, business model re-structuring, cost control & effective management of cultural & organizational diversity; track record of creating frameworks to affect a **measurable culture of excellence** for teams liable for sustainability revenue generation, profitability, growth of market share, delivery, implementations and value creation for clients
- **People Manager** with innate skills in recruiting, leading, training, monitoring & motivating high performing multi-cultural teams entailing **76**that excel in delivering business value with high morale & low attrition

## Notable Accomplishments Across The Career

- Produced several **valuable digital assets** amounting to millions of dollars
- Promoted **100+ Bollywood movies**.
- Spearheaded digital sales that resulted in a **significant value exceeding USD 3.5 million**
- Achieved outstanding results with tele sales, contributing to a **remarkable USD 4 million+ in sales**
- Successfully generated an **impressive internet traffic volume exceeding 5 billion**
- Holder of the **World Record for Facebook Click-Through Rate (CTR)**
- Established an independent network comprising **over 1500 high-caliber professionals** entailing Bureaucrats, top level politicians, Investors, CEOs& Top IT Giants

## Career Timeline



## Work Experience

Oct'17 to Present: G&W Global consulting

As Head – creative marketing

### Significant Highlights:

- Successfully ideated compelling brand narratives for high-profile clients, **enhancing their brand presence & resonance**
- Established a **creative, strategic, legal & management consulting network** spanning multiple industries.
- Orchestrated **AV production & advertisement shoots** to drive impactful campaigns
- Earned recognition as **India's Leading Meme Marketing Expert**, boasting a robust network of over 200 million followers
- Showcased excellence as **India's foremost Twitter Marketing Specialist**, attained a remarkable feat of creating over 150 national trends on the platform
- Pioneered exceptional social media strategies, resulting in **India's only network with over 170 million likes on Facebook**.
- Developed comprehensive **ORM, PR & brand positioning strategies** that contributed to successful brand building efforts
- Steered multiple aspects encompassing **business analysis, vision & mission development, social media intelligence & brand surveillance**
- Organized large-scale **corporate, social, cultural & political events** for clients, shaping their brand image & promotion strategies
- Crafted & managed **influencer marketing campaigns** curating an expansive network encompassing various influencers (nano/ micro/ macro & mega), entailing many notable Bollywood & Political Celebrities.
- Utilized strong analytical skills to **assess customer experiences** across multiple touch points & channels, refined brand strategies accordingly
- Leveraged a **global network of professionals** to enhance the power of PR & Brand Communication
- Led efforts to **evangelize the potential of digital & social innovation**; inspired cutting-edge strategies & creative executions
- Devised & managed **impactful drip campaigns & marketing automation** for both B2B & B2C marketing, nurturing engagement & growth
- Fostered collaborative relationships with cross-functional teams, offering creative direction for asset development that **aligns with brand strategy & objectives**

Apr'12 to Aug'17: JABONG.COM

As Digital Marketing Manager

### Significant Highlights:

Formulated effective strategies to **drive digital marketing initiatives**, optimizing online presence & engagement

- Steered **social media platforms**, fostering brand awareness & engagement
- Orchestrated **successful online reputation management campaigns**, ensuring a positive brand image in the digital landscape
- Implemented **rigorous social media surveillance** to monitor and enhance brand perception & engagement
- Employed **Google Analytics** for precise tracking & analysis of digital marketing performance
- Developed **strategic plans for Facebook & Google Ads**, optimized **ad placements and targeting**
- Conducted **comprehensive reviews** of link health; ensured a robust & optimized online presence
- Identified **novel avenues for digital & social innovation**, streamlined processes & upheld quality standards across all engagement channels
- Effectively managed **brand communication across various digital platforms**; coordinated with departments for timely updates on offers & new product launches
- Excelled in generating **projection reports, calculating trends, ROI, and providing insightful digital introspection**
- Spearheaded the design & oversight of the **digital marketing department**, encompassing marketing database management, email campaigns & display advertising strategies
- Remained attuned to the **latest industry trends & technologies**, contributing towards the organization's competitive edge
- Managed research studies that **unveiled valuable insights into consumer online behavior & key motivational factors**, shaping effective marketing strategies

## Previous Experience

Feb'11 to Mar'12: YEBHI.COM

As Deputy Manager (Digital Marketing)

Jul'10 to Dec'10: Channel V

As Asst. Producer

## Education

- completed PG Diploma from IIM Indore in **Generative A.I and Marktech 2024-2025**
- **PG Diploma in Television Studies, Digital Communication & Media/Multimedia** from Bhartiya Vidya Bhavan, Delhi Kendra in **2010**
- **Bachelor in Arts** from C.C.S. University in **2008**

## Technical Skills

- Chatgpt 4, Suno.ai, Genus Ai, for Ecommerce catalog development, DallE, Pictory Ai, browse.ai, Copy.ai, Writely.ai, numerous.ai, Midjourney, Writiful, gamma.app, chatshape.com, stylized.ai, Sounddraw.io, Wavtool.com, Hiki, Kaiber, Freedomgpt, thumbli.ai, Video Editing, shorts creation, Film/ documentary production.

## Personal Details

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**Date of Birth:**08/12/1987  
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