

# SHANTAM SAHAI

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I am a digital marketer with skills of a content writer, graphic designer, WordPress developer, and SEO executive. It is because I make sure that I know how to do things that people in my team do. Without understanding the nature of any work, effective leadership and management is not possible. Also, I rely highly on data to make my marketing decisions. For me, marketing is a communication process and it can only be facilitated by understanding context and making sense of raw data.

## EXPERIENCE

**MARCH 2020 – PRESENT**

**DIGITAL MARKETING, FREELANCE**

1. Managing my own team of developers, designers, SEO executives and content writers
2. Providing organic SEO results within 4-6 months
3. Running successful Google PPC campaigns and social media promotions
4. Running a data-driven digital marketing process (from creating a customer avatar to campaign optimization)

**Some of my clients:**

1. <https://www.roofingtops.com/>
2. <http://triptomanali.tranceholidays.in/>

**AUGUST 2019 – MARCH 2020**

**CONTENT MANAGER, RECENTURESOFTECH INFOTECH LTD.**

1. Developing the content department from scratch
2. Creating and executing the content calendar
3. Managing a team of freelance content writers and in-house content specialists
4. Coordinating with other teams such as design, development, and SEO
5. Creating and executing content strategies for various projects

**AUGUST 2018 – PRESENT**

**MENTOR OF JOURNALISM WORKSHOP, MYCAPTAIN**

1. Mentoring a batch of students every month
2. Regularly updating the course
3. Giving feedback on task submissions
4. Giving 8 lectures every month

<https://www.mycaptain.in/workshops/Journalism-&-Media-Studies>

**JANUARY 2018 – APRIL 2018**

**CONTENT WRITER, NEWSGRAM**

1. Managing on-page SEO
2. Writing articles and news stories on daily basis
3. Training other interns

**SEPTEMBER 2017 – OCTOBER 2017**

**REPORTER, PINK CITY POST**

1. Translating Hindi news stories to English.
2. Reporting on ground in Jaipur.
3. Researching and fact-checking

## EDUCATION

**2018-2021**

**BACHELORS OF ARTS (JOURNALISM AND MASS COMMUNICATION), NATIONAL INSTITUTE OF MASS COMMUNICATION, DELHI**

Working in several research projects as well as the college magazine.

**2021-2023**

**MASTERS OF PUBLIC POLICY AND GOVERNANCE, LUCKNOW UNIVERISTY**

## SKILLS

- Leadership
- Social Media Marketing
- Creative Writing
- Graphic Design
- Search Engine Optimization (SEO)
- WordPress Development

## ACTIVITIES

### MUJ Times

Mar 2018 - May 2018

[https://jaipur.manipal.edu/content/dam/manipal/muj/documents/MUJ Times 2018 April.pdf](https://jaipur.manipal.edu/content/dam/manipal/muj/documents/MUJ%20Times%202018%20April.pdf)

In-house magazine of Manipal University, Jaipur.

### Transformation of Society

Jul 2014 - Jan 2017

Social work in Hoshiarpur, Noida.

### Youth Ki Baat

Nov 2016 - Dec 2016

A project at Zee media.