

SUBHANSHI PANDEY

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SOCIAL MEDIA MANAGER

Creative Content & YouTube Marketing Specialist with 4+ years of experience building digital content that informs, engages, and drives audience growth. Skilled across the complete content lifecycle, from ideation, research, scripting, and on-camera presentation to YouTube strategy, content planning, creative coordination, and campaign execution. Having contributed to content and campaigns reaching **30M+** people across digital platforms, I bring together storytelling, platform expertise, and audience insights to create content that delivers both engagement and business impact.

SKILLS

Live Hosting	Social Platform analytics/Expertise	Audience Engagement
Script/Copywriting	Live Shows & content creation	Communication
Digital Marketing tools	On-Camera Presentation	Linkedin Expertise

PROFESSIONAL EXPERIENCE

Fateh Education

April 2026– Present

Social Media marketing specialist

- End-to-end content and YouTube strategy, including content ideation, scripting, creative direction, editing concepts, podcast development, and performance analysis. Introduced and structured 8 strategic content pillars for channel from scratch, resulting in **3.4K+ subscribers within 4 months**(Organic).
- Long-term content planning and execution, collaborating with cross-functional creative teams to build and implement a **12-month content calendar within the first 4 months**, all types of content including podcasts, educational series, and multi-platform campaigns.
- Conceptualised and directed high-impact content initiatives, including an 8-episode educational series designed to engage and support students across India.
- Managed offline marketing including PR marketing, influencer collaborations, ad campaign ideation, and event management. Successfully managed and hosted 5 large-scale events, each **attracting 3,000+ attendees**.

PolicyX

July 2025 – March 2026

Social Media management and Content Creation

- Creating long form and short form video content as actor to cater insurance product and services by policyX.
- Planned and hosted live-style video content focused on product awareness, customer education, and sales-driven storytelling.
- I do copywriting scripts, creating engaging videos that attract customers for sales. I manage and strategize for the growth of all social platforms including Youtube, Linkedin, facebook, X and ads.
- My work here has brought engagement from **30K to 19.2M+** improving the **sales to 7X** all mentioned increasing every month.

Trans-Fi India Pvt. Ltd

May 2025 – Nov 2025

Social Media Content Creator (Freelance)

- Created engaging short-form video content aligned with brand goals, product awareness.
- Boosted average reel reach from to **10X views** on the first video – a **4X** increase in engagement.
- Improved overall **3X** audience interaction and organic visibility through creative content strategy.

Hacky Security pvt.ltd

Apr 2024 - May 2025

content specialist and creator

- Digital marketing analysis, copywriting for cybersecurity service promotion, brand promotion.
- Executed strategies: content marketing, SEO/SEM, social media, email campaigns, webinars.
- Anchored, audience engagement at live events at dignified colleges like IIT bhubneswar, LPU, CU
- result: **+45%** LinkedIn follower growth, **2X** increase in post engagement, Higher webinar/live Q&A participation and increase in sales for courses.

Pace stock broking services

Sept 2023 - Apr 2024

Content Creator

- Created and proofread financial content tailored to diverse investor needs
- Promoted content across social media platforms boosting engagement.
- Assisted in video content creation to reach target audience

Gerua Aipan Art

Apr 2023 - Present

Co Founder / Content creator

- A part time venture that I have started to promote the cultural heritage of Uttarakhand

CERTIFICATION/AWARDS

Microsoft Excel	Content creator award	Google adwords
Digital Marketing	Google analytics	Entrepreneurship marathon
MIS	Corporate rodies	Influencer marketing

EDUCATION

SSJ CAMPUS ALMORA

Bachelors of Business Administration (75%)

LANGUAGE

English
Hindi

HOBBIES

Dancing
Poetry

Content Creation
Creative art