



# HARSH VERDHAN SINGH

Sr. Social Media Manager

## PROFESSIONAL BACKGROUND

Social Media Consultant and Journalist with 9+ years of experience in specialized handling social media accounts and create call-to-action, content, and videos for them. Increased post and campaign reach by 65% over 8 months. Creative, skilled, and accomplished with diverse knowledge of writing content for various communication mediums.

## PERSONAL INFORMATION

DOB : 21 September 1991

SEX : Male

Relationship : Married

## ACHIEVEMENTS

- Part of the 2023 Local Body Election BJP campaign.
- Part of the 2022 Uttar Pradesh Legislative Assembly election BJP campaign.
- Part of the 2019 General Election BJP campaign.
- Part of the 2017 Uttar Pradesh Legislative Assembly election BJP campaign.
- Helped company accounts attain verified status
- Maintained 86% response rate for a month

## EDUCATION

CSJM University  
Bachelor of Science | 2012  
Zoology, Chemistry

Government Inter College  
12th in 2009  
10th in 2007

## GET IN TOUCH WITH ME

Cell: +91 9450336036 , +91 9450654676  
Email: harshverdhan Singh036@gmail.com  
Twitter: @HarshVerdhanTIP  
Facebook: @TheHarshverdhan  
Instagram: @harshverdhan tip

## WORK EXPERIENCE

### Sr. Social Media Manager

Concept Communications PVT. LTD | Jul 2023 - Present

- Handling Government Projects as Housing and Development Department of UP, Tourism Department of UP, and Basic Education Department of UP.
- Managing real-time content related to Live tweets, live setups overall social media platforms.
- Campaigning and branding for Silk Expo, Fashion Show etc.
- Media Management, Event Planning, Team Management.

### Social Media Specialist

HALF CIRCLES MEDIA PVT. LTD | Mar 2023 - Jul 2023

- Handled All social media platforms for BJP Uttar Pradesh.
- Managing real-time content related to Live tweets, live setups overall social media platforms.
- Political campaigning, branding for Chief Minister and the top leadership of BJP Uttar Pradesh and nation-wide

### Social Media Asst. Manager

Zee Media Corporation Limited | Feb 2022 - Feb 2023

- Handled All social media platforms.
- Create and Edit Content, Graphic Visualization, Video Scripts for social media platforms.
- Responsible for All the content and creative Posts on Facebook, Twitter, Instagram, YouTube and Koo.

### Social Media Specialist

HALF CIRCLES MEDIA PVT. LTD | Jul 2021 - Feb 2022

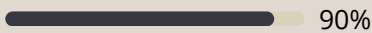
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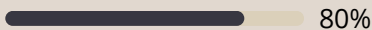
Social Media Spacialist

## SKILLS

Social Media Marketing



Copywriting & Storywriting



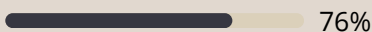
Digital Marketing Tool



Search Engine Optimization

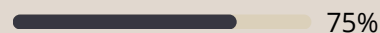


Meta Tag Optimization

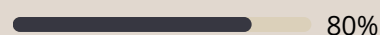


## SOFTWARE

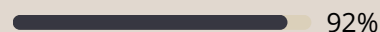
AWS Elemental



OBS



TweetDeck



CrowdTangle



Adobe Premiere Pro



## Social Media Specialist

BECIL | Dec 2019 - Jul 2021

- Handled Twitter, Facebook, and Instagram Handles of Government Of UP, Chief Minister Office, UPGo.
- Create Instagram, Facebook, and Twitter account for Information and Public Relation Department Of UP.
- Create and Edit Content, Graphic Visualisation, Video Scripts for the social media platforms.
- Responsible for All the content and creative Posts on Facebook, Twitter and Instagram of Government of UP, CM Office Uttar Pradesh, Information and Public Relation Department Of UP.

## Social Media Specialist

ADG Online Solutions Pvt. Ltd | Nov 2018 - Dec 2019

- Handled Various Social Media Accounts of Chief Electoral Office, Delhi.
- Handled Twitter, Facebook and Instagram Handles of Government Of UP, Chief Minister Office, UPGo.
- Create Instagram account of Government Of UP, CM Office UP and Kumbh 2019.
- Create Instagram, Facebook and Twitter account of Information and Public Relation Department Of UP.
- Create and Edit Content, Graphic Visualisation, Video Scripts for the social media platforms.
- Responsible for All the content and creative Posts on Facebook, Twitter and Instagram of Government of UP, CM Office Uttar Pradesh, Information and Public Relation Department Of UP.

## Social Media Specialist

Cluck Digital | May 2017 - Nov 2018

- Created and Handled various social media accounts of Dy. Chief Minister Keshav Prasad Maurya.
- Write and Edit Content, Graphic Visualisation, Video Scripts for the social media platforms.

## Social Media Associate

Nation with Nam0 | Apr 2016 - May 2017

- Wrote content and articles in support of Bhartiya Janata Party
- Responsible for developing content for various social media platforms like Facebook and Twitter
- Assigned the task of writing original content for pages like Uttar Dega Uttar Pradesh, UP Ke Mann Ki Baat, 60 Saal Desh Behaal
- Handled the responsibilities of reviewing and editing articles to ensure the quality of the content
- Developed unique titles and descriptions for BJP under UP Election Campaign 2017

## Senior Sub Editor

Kanwhizz Times | Feb 2014 - Jun 2016

- Created innovative story ideas for article writing and editorial.
- Responsible for the pre-production of the newspaper.

## Sub Editor

Shri Times | Jan 2013 - Feb 2014

- Created innovative story ideas for article writing and editorial.
- Responsible for the pre-production of the newspaper.

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