

# Mohd Nabeel

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## Summary

Experienced Social Media & Political Professional | Government Relations Expert | Campaign Strategist

With over 7+ years of dynamic experience in the field of Social Media and Political domain, complemented by 16 months of successful exposure to the functioning pattern of the central government in Delhi as an IEC Consultant to the Union Minister of State for Consumer Affairs, Food and Public Distribution, Government of India, I have been at the forefront of shaping impactful campaigns and driving positive change.

As an instrumental member of the integral team of the Minister of State, I have been actively involved in framing strategic campaigns for the Ministry of Consumer Affairs, Food and Public Distribution, spanning across diverse divisions such as Consumer Courts, NGO funding, Publicity, Consumer Grievances, and the Mandatory Hallmarking scheme by the Bureau of Indian Standards. My expertise lies in leveraging the power of social media, political acumen, and government relations to drive effective communication and advocacy strategies that resonate with diverse stakeholders.

My keen understanding of the intricacies of the political landscape, coupled with my passion for public service, has enabled me to navigate complex policy environments and deliver measurable results. I take pride in my ability to work seamlessly with cross-functional teams, influence decision-making processes, and foster productive relationships with stakeholders at all levels.

With a track record of driving successful campaigns and achieving tangible outcomes, I am adept at formulating innovative strategies, creating compelling content, and managing social media channels to engage audiences and drive meaningful conversations. My proven ability to think critically, adapt to changing dynamics, and work under pressure has earned me recognition for my strategic thinking, creativity, and results-oriented approach.

If you are seeking a seasoned social media and political professional with government relations expertise and a track record of impactful campaigns, I would be honoured to connect and explore synergies. Let's collaborate to make a difference!

## Experience

### ●●● Senior Account Manager

MAP Communications

Sep 2023 - Present (4 months)

Driving brand success through strategic social media management, I specialize in overseeing the digital presence of diverse brands. As a Senior Account Manager at MAP Communications, I collaborate closely with campaign conceptualizers and creative heads to amplify brand stories. My expertise lies in crafting engaging social media strategies that resonate with target audiences and elevate brand awareness.

Let's connect to explore how we can enhance your brand's digital footprint together!



## **Corporate Communications Manager**

Fusion Corporate Solutions Pvt. Ltd.

Mar 2022 - Aug 2023 (1 year 6 months)

Projects:

Ministry of Housing and Urban Affairs

Secretary, MoHUA

Smart Cities Mission

Swachh Bharat Mission Urban 2.0

CPWD

PM SVANidhi

Urban Transport

Y20, Ministry of Youth Affairs & Sports

REC Limited

Job work:-

- Planned and executed some engagement activities like Box Cricket, Decorate the Desk, Retro to Metro, Fancy Dress and more
- Creating and sharing newsletter, weekly report and more on the regular basis.
- A newspaper launched for the internal communication of SBM Urban, 'Swachh Vaarta'
- Managed entire communication for the foundation day of REC Limited and Swachh Bharat Mission Urban.
- Coordinated with media/press for every seminar and major events.
- Maintain official Facebook page, Twitter Profile, LinkedIn Profile, Koo Profile, YouTube Channel, and Instagram Account.
- Establish connections with the media and organize strategic relationship-building meetings with key media personnel for SBM-Urban.
- Develop content for authored articles/Editorials on various cultural activities, National and International events, etc.
- Create original content for all stakeholders on new developments, partnerships, success stories, launches, milestones
- Develop multimedia content (short videos, Infographics, gifs) that is relevant, and exciting to build the core narrative.
- Regularly organize online surveys, quizzes, opinion polls, and contests on all platforms in consultation with the Scheme SPOC
- Manage live Tweeting, Facebook Live of the event at various social media platforms of scheme.



## **Senior Marketing Executive**

MoMAGIC Technologies Pvt. Ltd.

May 2020 - Feb 2022 (1 year 10 months)

Projects:

Hon'ble Minister Shri Raosaheb Danve Patil (MoS)

Department of Consumer Affairs (DoCA)



## **Digital Marketing Specialist**

Indian Youth Congress

Mar 2018 - Mar 2020 (2 years 1 month)

Along with multiple social media accounts on Facebook, Twitter, Instagram and more, I handled the entire team of digital marketing (writers, designers, camera person and more).

"Young India Live Series" was my benchmark there as I have done almost 50 episodes with fifty different leaders of the Indian National Congress (INC).

Rebuilding their social media war rooms in different states was also a part of my job which was successfully done in different states like Haryana, UP, Bihar, Punjab, Maharashtra and more.

These two years were completely a roller coaster ride for my job profile because I not handled a team or a designation or a brand but also gave advice to their local leaders, helped them with content, building their offices with new people, hired some interns and done a lot more work by going out of my expertise. Which gave me new skills and brushed up my own present skills.



### **Copywriter**

AVDS

Jan 2017 - Feb 2018 (1 year 2 months)



### **Communications Associate**

Rajiv Gandhi Foundation

Jan 2016 - Jun 2016 (6 months)

Writing newsletter, emailers and communication strategy.

- Planned and executed the in-house employee engagement activities
- Coordinated with media/press for the seminars and session coverage
- Curated campaigns based on the employees interest

## **Education**



### **Delhi University**

Bachelor of Arts (B.A.), English Language and Literature, General

2012 - 2015



### **Indira Gandhi National Open University**

Post Graduation, Mass Communication/Media Studies

2017 - 2018



### **Delhi University**

MA - Master of Arts, English Language and Literature, General

2015 - 2018

## **Licenses & Certifications**



**Content Marketing: Social Media** - LinkedIn

 **Social Media Marketing: ROI** - LinkedIn

 **Marketing Foundations: Integrated Marketing Strategies** - LinkedIn

 **Learning Integrated Content Marketing** - LinkedIn

 **Online Marketing Certified Associate (OMCA)** - Meta

## **Skills**

Content Strategy • Creative Strategy • Growth Strategies • English copywriting • Hindi copywriting • Social Media • Media Planning • Social Media Management • Communications Management • Account Management