Ishaan Verma

Social Media / Content Marketing Executive

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SUMMARY

Content and social marketer with 1 year at a consumer app, running the organic channels end to end. Took Instagram from 4,800 to 31,000 followers in 11 months with no paid promotion. Write my own copy and edit my own video.

EXPERIENCE

Social Media Executive - Rumble Fitness App May 2025 - Present

Noida

- Own Instagram, YouTube Shorts and the company blog; publish 14-18 pieces a month.
- Grew Instagram from 4,800 to 31,000 followers in 11 months organically.
- Identified that short 'form-correction' clips outperformed everything else by a wide margin, and rebuilt the content calendar around them.
- Produce and edit video myself using CapCut and Premiere Pro - no external agency.
- App installs attributed to organic social grew from about 300 to 2,400 a month over the same period.

Content Intern - Delhi Digital Studio Dec 2024 - Apr 2025

New Delhi

- Wrote 40+ blog posts and social captions for 3 client brands.

SKILLS

Content short-form video, copywriting, content calendar planning, community management

Tools Instagram/Meta Business Suite, CapCut, Adobe Premiere Pro, Canva, Google Analytics

Languages English, Hindi

EDUCATION

BA (Journalism & Mass Communication) - GGSIPU, 2025 | 71%

SPECIMEN — ResumeHub. A fictional composite written to show this template finished. Copy the structure and the shape of the sentences, never the facts. The editable .docx sits beside this file.