



NIKITA GOYAL

SOCIAL MEDIA MANAGER

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- 🏠 HSR layout, Bangalore

With 7 years of experience in social media marketing, I have successfully developed and executed content strategies across various sectors, including FMCG, mental health, fashion, hospitality, and food & beverage.

Experience

The Blacbook, Bangalore | 2022 - present

Social Media Manager & Mentor

- Built an Instagram community of **113K followers**, achieving a 7x increase in daily bookings.
Page handles: *thehappinessproject.in*, *theapump_india*
- Collaborated closely with internal teams to align strategies, streamline processes and achieve goals.
- Partnered with therapists and educational institutions to collaboratively implement strategic initiatives.
- Directed end-to-end reel production, including scripting, ideation, directing, shooting, and editing.
- Conducted primary and secondary market research through surveys to develop data-driven strategies.
- Designed and implemented effective digital strategies to enhance online presence across platforms.
- Managed marketing budgets for digital advertising and lead generation using Ads Manager and GMB.
- Performed competitive analysis to identify trends, opportunities, and KPIs to inform strategic decisions.
- Organized events and workshops, successfully managing teams to ensure seamless execution.

ICC Designs, Jaipur | 2019 - 2022

Social Media Manager

- Created detailed social media calendars & content plans for brands like **Mr Makhana, Woosh**.
- Monitored social media KPIs, analyzed performance, and assisted with Facebook & Google ads.
- Collaborated with copywriters and designers to create engaging content tailored to target audiences.

Vowels Advertising, Jaipur | 2018 - 2019

Social Media Executive

- Managed social media handles for 10+ clients, ensuring consistent branding and tailored content.
- Engage with influencers and external partners for collaborations and brand promotions.
- Monitored social media results on a daily basis in coordination with client goals and benchmarks.

Education

2021 Postgraduate Degree	MBA in Marketing SVKM'S Narsee Monjee Institute of management (NMIMS), Mumbai
2018 Graduate Degree	Bachelor of Business Administration St. Xavier's College, Jaipur

Initiatives & Achievements

- Generated 11.2 million views within a week reaching a total audience of 3,167,236 on Instagram reel.
- Developed targeted content and digital media strategies for the 'Mental Health App,' driving its recognition on Google Play as "user's choice app" and "best app for good"