

Contact

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[Aakriti Sahu](#)

Portfolio

www.aakritisahu.com

Address

London

Education

2023 Merit

MA in Global Media and Communications

University of Warwick

2021 3.0

BA in English and Media Studies

Ashoka University

2018 93.4%

AISSCE

Delhi Public School, Ranchi

2016 93.4%

ICSE

Loreto Convent, Ranchi

Expertise

- Microsoft Office
- Social Media Management
- Brand Strategy
- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Conversion Rate Optimisation
- Digital Analytics
- Marketing Automation
- Adobe Creative Suite
- Copy Writing
- Community Engagement Strategies

Language

English

Hindi

Aakriti Sahu

Creative and results-driven marketing professional with expertise in social media management, content marketing, and digital analytics. Proven success in developing and executing data-driven strategies for F&B clients, achieving measurable outcomes in campaign optimisation and audience engagement. Proficient in tools like Adobe Creative Suite, Canva, and SEO/SEM techniques to enhance brand aesthetics and drive conversion rate optimisation (CRO). Adept at cross-functional collaboration, delivering projects on time, and aligning campaigns with business goals. Holds an MA in Global Media and Communications, with excellent skills in writing, editing, and strategic communication.

Experience

April 2024 - Now

Aishwarya Sahu Yoga – Remote

Social Media Marketing Manager

- Increased accounts reached by 30% and non-follower reach by 140% through targeted content strategies.
- Boosted profile activity by 46.7%, with external link taps growing by 9.4% and profile visits rising by 47.7%.
- Achieved a 54% increase in follower count and enhanced engagement rates by 35.1%.
- Produced viral posts, with the most successful generating 145,000 views and 95,000 interactions.

May 2021 - Aug 2022

Arjun Madan Consulting – Remote

Social Media and Digital Marketing Intern

- Spearheaded content creation and brand strategy for F&B clients, increasing likes and engagement rates by over 400% on average.
- Played a key role in scaling Minus30's Instagram account to 30k+ followers while expanding into Bengaluru.
- Delivered optimised PPC and organic campaigns, consistently achieving client KPIs.
- For Godaam restaurant, scaled a new account by 10x over two months, increasing likes to 150+ per post and generating direct bookings.

June 2021 - Sept 2021

RollingSlate – New Delhi, India

English Editor

- Proofread and edited 50+ manuscripts, ensuring compliance with brand tone and grammatical accuracy.
- Enhanced clarity and impact of marketing copywriting projects for clients across diverse industries

April 2021 - May 2021

CriTaxCorp / Le Monde Francophone – Remote

Video Editing and Marketing Intern

- Edited, dubbed, and colour-corrected over 20 marketing videos for YouTube and Instagram using Adobe Premiere Pro.
- Applied marketing automation techniques to streamline content scheduling and publishing.

Sept 2019 - Oct 2020

Her Campus Media – National Capital Region, India

Contributing Author

- Published high-impact articles in the Lifestyle and Entertainment section, leveraging strong copywriting and SEO skills to reach target audiences.

May 2019 - June 2019

The Asian Age – New Delhi, India

Intern

- Attended press conferences and contributed 10+ published articles to this renowned multinational newspaper.

Notable Achievements

- Market Expansion Success: Played a pivotal role in helping Minus30 penetrate new markets, including Bengaluru, while scaling the brand's Instagram presence to 30k+ followers.
- Content Virality: Delivered consistently engaging and professional posts for F&B clients, with some campaigns exceeding 400% growth in engagement compared to their baseline metrics.