

# Rashi Shukla

Social Media & Content Creator |  
Digital Marketing & Performance  
Specialist



✉ Available for on-site & Remote opportunities

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📍 Nassau, The Bahamas

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📷 Instagram | rashidigitalincome

Currently on a Bahamas Long term Resident

📄 Visa | Canada TRV: (Valid) | U.S. Visa: B1/B2  
(Valid)

## 📄 PROFILE

Content creator and social media specialist with 8+ years in digital marketing, combining hands-on content creation with performance-driven strategy. Experienced in creating engaging social content (Reels, graphics, captions), managing platforms, and building audience-first brands.

Built and monetized a personal brand using organic content strategies, achieving high engagement, strong reach, and multiple four-figure revenue through social-first funnels.

## 🎓 EDUCATION

### MBA, Marketing

ICFAI Business School

2015 – 2017 | Hyderabad, India

### Bsc (H) Mathematics

Satyawati College, Delhi University

2011 – 2014 | Delhi, India

### Secondary & High School

Presentation Convent Senior Secondary School

2009 – 2011 | Delhi

## 📁 WORK EXPERIENCE

### Go Passive With Rashi

Social Media Strategist & Mentor

03/2026 – Present | Remote

- Designed and executed **end-to-end social media strategies** for coaches and business owners — covering audience positioning, brand voice, content pillars, and lead generation funnels
- Grew a client's audience from 500 to 4,000 followers in 30 days and **delivered 40% audience growth + 3 new paying clients** for a Business Coach within month one.
- Achieved a **~9.5% engagement rate** on organic content — above the 1–3% industry average — with a single post generating 8,600+ views, 340 saves, and 180+ shares
- Built and scaled a personal brand from **0 to 175+ followers** in 30 days using a targeted, platform-specific content strategy with a consistent 4–5 post per week cadence
- Produced high-performing Reels, carousels, and storytelling content using Canva and AI tools — managing the full content lifecycle from ideation and design to posting and analytics
- Generated **multiple four-figure revenue** through organic social funnels — designing end-to-end content-to-lead magnet-to-sales conversion systems with no paid advertising
- Created and launched digital products including templates, guides, and mini-courses, establishing brand voice and audience positioning within the creator economy
- **Mentored coaches and immigrant women** on building self-sustaining social media presences — teaching content strategy, platform growth, and digital income generation

### Times Internet Limited

Account Manager

10/2022 – 10/2024 | Gurgaon

- Led **digital strategy and account management** for top-tier clients across BFSI, eCommerce, and telecom sectors
- Contributed to **social and content-led** campaign strategies alongside programmatic and video execution
- Managed end-to-end campaign execution across **programmatic, video, and social ecosystems**
- Partnered with internal creative and strategy teams to develop **integrated, insight-led campaign narratives**
- Built strong client relationships, driving renewals and longterm partnerships
- Delivered data-driven optimization strategies to improve campaign performance and ROI
- Presented campaign strategies, performance insights, and growth opportunities to senior stakeholders

**Key Clients:** Kotak, ICICI, Tata AIA, JioMart, Apollo 24/7

### Z1 Tech

Account Manager | Digital Campaigns (Programmatic & Paid Social)

12/2021 – 09/2022 | Gurgaon

- Managed global client campaigns across digital channels, including **programmatic and paid social**
- Led day-to-day client communication, reporting, and performance optimization

## COURSES

### **PG Certifications in Digital Marketing & Communications**

MICA & Upgrad

2021 – 2021

Specializations: Branding, Social Media, Content Marketing, Marketing Analytics

## SKILLS

**Social media strategy**

**Account Management & Client Servicing**

**Content Strategy & Campaign Planning**

**Paid social (Meta Ads)**

**Programmatic Buying (DV360)**

**Campaign Optimization & Analytics**

**Influencer & Creator Marketing**

**Digital Funnel Strategy**

**Cross Functional Collaboration**

**Client Presentation & Storytelling**

**Content & Design Tools**

- Canva
- CapCut / InShot/ Instagram Edits
- ChatGPT / Claude/ AI content tools
- Instagram Insights / Analytics

- Conducted **A/B testing and data analysis** to improve campaign efficiency and KPIs
  - Collaborated with **cross-functional teams** to ensure seamless campaign execution
  - **Mentored** and managed junior team members
- Key Clients:** NBA, AWS, Verizon, Hyatt, Hilton

### **Protiviti Consulting**

Marketing Coordinator- APAC & Australia

07/2021 – 11/2021 | Gurgaon

- Supported regional marketing campaigns across Australia, Hong Kong, and Singapore
- Managed **social media content calendars and campaign execution**
- Collaborated with internal stakeholders to create marketing assets and promotions
- Assisted in SEO initiatives and website content updates

### **Aquagen Technologies Pvt. Ltd.**

Associate Account Manager- India & GCC

12/2017 – 12/2020 | Delhi

- Managed PPC, display, and **lead generation campaigns across digital platforms**
- Handled client servicing, reporting, and performance optimization
- Delivered consistent growth and retention across BFSI accounts

**Key Clients:** ICICI Bank, Kotak Bank, SBI Cards, Max Bupa

### **Kotak Mahindra Bank**

Relationship Manager

05/2017 – 11/2017 | Bangalore

- Managed a portfolio of 400+ HNI clients
- Developed personalized strategies to drive engagement and cross-sell banking products

### **Ogilvy & Mather**

Intern

02/2016 – 05/2016 | Gurgaon

- Managed multiple tasks and prioritized work to meet strict timelines.
- Conducted SEO audits and implemented on-page/off-page strategies.