

SMIT GOSWAMI

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SOCIAL MEDIA & DIGITAL MARKETER | CONTENT STRATEGY & CREATION | VIDEO EDITING | GENERATED 11M+ VIEWS

EDUCATION

Pace University, Lubin School of Business New York, NY

Master of Science (MS) in Social Media and Mobile Marketing May 2024

RELEVANT COURSEWORK: Marketing Strategies | Advertising & Sales Promotion | Digital Marketing | Content Strategy | Social Media Analytics | Database Management Systems | Business Analytics and Statistics

Malini Kishore Sanghvi College of Commerce & Economics Mumbai, India

Bachelor of Management Studies (BMS) May 2016

WORK EXPERIENCE

Kaplan International Pathways, New York, NY | Social Media Content Creator November 2023– Present

- Create high-quality social media content spanning Instagram & TikTok, including vlogs, blog posts, & reels, to promote international student services, amassing 11M+ views.
- Collaborate with social media professionals to generate content & ideas to attract international students, researching social media trends & developing content to optimize international engagement.

Pace University, Online Learning Center, New York, NY | Student Assistant October 2022 – Present

- Support 50+ faculty in recording & producing digital media for social media campaigns & asynchronous learning, managing production technology setup & editing videos using Adobe Premiere Pro to engage students.
- Authored 5+ research-based blogs for Center's website, providing content on design, podcast, & video tutorial creation, producing videos to support independent learning.
- Planned & hosted 5 podcasts featuring guest speakers & international students discussing educational & personal journeys to better support prospective students.

Growthclub.org, Mumbai, India | Growth Hacking Analyst July 2021 – July 2022

- Developed standard operation procedures (SOPs) to inform startups on technology & business strategies, collating content into service package & generating \$12k+ revenue through targeted B2B sales, utilizing LinkedIn to generate 100+ leads weekly.
- Ideated LinkedIn Marketing Solutions for stakeholders, increasing online engagement by 40% while implementing SEO techniques generating organic web traffic by 15% by using Sales Navigator and Expandi.
- Supervised 10+ webinar promotional campaigns for clients with feedback to gain 30% more traction on post impressions & profile visibility, fabricating 50+ carousels, image posts, & pitch deck designs using Canva.

Zuper Hotel Solutions, Mumbai, India | Marketing and Sales Executive September 2017 – March 2021

- Managed promotional sales & marketing strategies to drive event engagement, collaborating with digital marketing team to create 10+ outreach campaigns.
- Generated client leads through LinkedIn cold messaging & company research to inform sales pitch, generating 50+ new clients.
- Analyzed 50+ clients through data-driven vision to fix up appointments for a positive deal closure and 25% consumer success.

Jio Studios, Mumbai, India | Marketing Strategy and Brand Alliance Executive February 2019 – May 2019

- Collaborated with Bollywood celebrities to expand social media presence via Instagram, YouTube, Facebook, & Twitter, generating content yielding 80%+ increase in followers combined.
- Supported clients, including GoPro, with integrated marketing solutions, creating briefs & infographics to inform social media posts, carousels, & video storyboards to enhance online presence.

SKILLS

Graphic Design: Canva, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, Lightroom, Adobe Express, Adobe Audition)

Social Media Platforms: Instagram, LinkedIn, Facebook, YouTube, TikTok

Software: Microsoft Office 365 (Word, Excel, PowerPoint), SQL

Marketing Automation Tools: HubSpot, Expandi, Luma, Phantombuster, Sales Navigator, Simmons MRI, SEMrush, Linkboost

Business Analytics: Google Analytics (GA4)