



# Sakshi Ahuja

Social Media Executive

📍 London, UK

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## Languages

English (Fluent)

Hindi (Native)

## About

Creative and result oriented social media specialist, skilled in improving user engagement and interaction through content strategy. Current experience in content production and branding, whilst managing diverse platforms to help brand achieve organic and sustainable growth. Seeking a position where I can utilize my expertise in content strategy, copywriting, SEO, and multimedia production to enhance engagement and brand growth.

### BRANDS WORKED WITH

Barclays Corporate & Investment Bank

Just PLC

Campus Group

Indian Society at University of Surrey

## Experience

### ● Content Production Executive

Barclays Corporate & Investment Bank | May 2023 - Now

Received exceptional recognition from key stakeholders for world-class performance in content production as a new starter. Acknowledged for efficiency, SEO optimization, and innovative multichannel content distribution strategies.

Recognized for hosting and producing a mental health podcast focused on destigmatizing mental illness, providing resources, and promoting self-care practices.

- Managed end-to-end content production via partnering with the wider marketing team to ensure the timely delivery of content.
- Assisted in the development and execution of comprehensive brand strategies to reinforce Barclay's positioning in the market and increase brand awareness.
- Collaborate with internal stakeholders to ensure brand consistency across all touchpoints, including branch locations, online platforms, And customer communication
- Conducted content audits to identify areas for improvement and implemented enhancements to boost website performance.
- Developed internal communications strategies to foster employee engagement and alignment with the bank's mission and values.

### ● Social Media and Website Executive

Just PLC | Jul 2022 - Mar 2023

Developed a brand-new social media strategy for its newly launched B2C service called Pension Buddy and increased the engagement for its existing channels by 40% in the first 3 months.

- Streamlined all social media platforms for JUST.
- Suggested Content optimization techniques, increasing lead generation by running social media audit on all existing platforms.
- Social media reporting, by rigorously tracking the performance of all content and using the data to be fed into future channel strategies.
- Prepared design briefs for graphics, video, and advertising campaigns using canva and photoshop.
- Scheduled social media content using Hootsuite, optimizing reach, and maximizing community engagement.
- Drove improvement across all B2B platforms by refining strategies to reflect the latest trends and industry changes.
- Forged working relationships with Instagram influencers to promote brand awareness through sponsored content.
- Leasing with external designers and agencies for the briefing of creatives and blog development.



### ● University Ambassador

Campus Group | Oct 2021 - Nov 2021

- Delivered presentations in various society meetings to create awareness about the competition hosted by Keyloop.

- Developed presentation and proposal for society meetings to create awareness about the competition.
- Utilized the campaign funds effectively and increased student sign-ups by 40%
- Shared engaging video content on social media, capturing 5K+ views per post.
- Extensively networked on campus by planning and executing local promotion activities, including pop-ups and mass flyer distribution.

#### ● **Social Media Officer**

Indian Society at University of Surrey | Sep 2021 - Mar 2022

- Increased the follower engagement by 90% on Instagram.
- Led the team for monthly society promotions by developing marketing strategy to raise funds for events.
- Produced roadmap to enhance society's interaction based on analytical report.
- Drove website traffic by writing witty and creative social media content and blog post.
- Collaborate with Indian societies of various universities to host events and meetups for new students to help them adjust in the country.

## **Education & Training**

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2021 - 2022

#### ● **University of Surrey**

MSc Digital Marketing and Channel Management,

2016 - 2020

#### ● **National Institute of Fashion Technology**

B.Des Textile Design,