Hasi G. Jain

Digital Marketing Executive

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SUMMARY

Digital marketing professional with a B.Sc. in Electronic Media and hands-on agency and freelance experience in social media management, content strategy, copywriting, and brand communication, with working knowledge of Meta Ads. A media production background in film, advertising, and product shoots feeds directly into sharper ad concepts, stronger visuals, and better copy.

EXPERIENCE

Freelance Digital Marketer
Independent | 2026 – Present

- Working with a few brands on social media management, content ideas, copywriting, and creative direction
- Plan content calendars and create posts, captions, and short form video tailored to each brand's voice and audience
- Support paid social with Meta Ads setup, creative briefs, and performance tracking

Digital Marketing Executive
Bigstone Agency | 2026

- Handled day-to-day social media for client Instagram and Facebook accounts, from content planning and publishing to community upkeep
- Generated content ideas, themes, and captions for each brand, keeping a distinct voice per account and improving engagement cycle over cycle
- Supported the team on Meta Ads campaigns, contributing to audience selection, creative briefs, and performance monitoring
- Analysed competitors across 5+ verticals to surface content gaps that shaped campaign messaging
- Prepared weekly Ads Manager and Insights reports with key takeaways and suggestions for the team

Social Media Manager Intern
Toran Home Decor | 2024

- Owned the full social presence, building a content strategy aligned to brand identity and holding a consistent visual and tonal voice
- Designed posts and captions that blend product storytelling with formats native to each platform
- Ran a structured content calendar and used engagement metrics to refine themes and posting cadence

MARKETING PROJECTS

Social Media Strategy and Management
Built a full funnel strategy covering positioning, content pillars, targeting, and growth tactics, then ran it across a multi week cycle, iterating on Insights data.

Meta Ads Performance Campaign
Ran a full funnel Meta campaign with layered interest, behavioural, and lookalike audiences, using A/B testing to move spend to top converters.

Content Marketing and Brand Copywriting
Wrote 50+ captions, ad copy variants, emails, and long form articles, plus a per brand package: tone of voice guide, content pillars, calendar, and audience persona.

MEDIA PRODUCTION

Short Film | Advertisement Film | Product Shoots | Television Show
Led concept development, scriptwriting, storyboarding, shot planning, and production coordination from brief to final output, turning briefs into production ready ad concepts and product visuals.

EDUCATION

B.Sc. in Electronic Media | Graduated 2025
Film and TV Production, Scriptwriting, Advertising and Brand Strategy

Digital Marketing Certification | 2026
SEO, Meta Ads, Google Analytics, Email Marketing, Paid Media, CRO

KEY ACHIEVEMENTS

Impressions Growth
Drove roughly 40% growth in impressions and a 3x lift in story views.

Stronger Return on Ad Spend
Improved estimated ROAS by roughly 25% through A/B testing and budget reallocation.

Multi Account Social Management
Managed content and social presence for several client accounts at once.

Content Volume
Wrote 50+ captions, ad copy variants, emails, and brand articles.

Full Brand Ownership
Sole owner of a home decor brand's social presence.

STRENGTHS

Creative and Commercial
Pairs a storyteller's instinct with campaign performance thinking.

Data Led Decisions
Turns Insights and Ads Manager reporting into clear creative direction.

Visual Storytelling
Trained in film and ad production, so concepts come with a clear visual plan.

SKILLS

Social Media Management · Content Strategy · Content Ideation · Copywriting · Meta Ads · Paid Social · Audience Research · Competitor Analysis · KPI Tracking · A/B Testing · SEO · Brand Storytelling · Scriptwriting · Storyboarding · Video Production · Video Editing · Reels and Short Form Video · Product Shoots · Creative Direction · Content Calendars

TOOLS

Paid Media: Meta Ads Manager, Business Suite, Google Ads, Instagram Insights

Analytics: Google Analytics 4, Search Console, Meta Ads Reporting

Content: Canva, Google Workspace, Microsoft Office

LANGUAGES

English	**Professional**
Hindi	**Native**
Tamil	**Conversational**

INTERESTS

Story Writing, Creative Direction, Film