

# HASI G. JAIN

Digital Marketing Executive · Social Media Strategist · Performance Marketer

hasikankariyaal@gmail.com · [linkedin.com/in/hasikankariya](https://www.linkedin.com/in/hasikankariya) · +

## PROFESSIONAL SUMMARY

Creative and commercially minded digital marketing professional with a B.Sc. in Electronic Media and hands-on experience spanning paid social, content strategy, social media management, and brand communication. Brings an uncommon edge — a media production background that translates directly into stronger ad concepts, sharper copy, and more engaging content. Proven ability to plan and execute campaigns from brief to results, manage multi-brand social presence, and turn performance data into better creative decisions. Looking to grow inside a fast-moving team where both ideas and impact matter.

## CORE SKILLS

|                               |                                    |                               |
|-------------------------------|------------------------------------|-------------------------------|
| Meta Ads & Paid Social        | Content Strategy                   | Social Media Management       |
| Campaign Planning & Execution | Copywriting & Ad Copy              | Audience Research & Targeting |
| KPI Tracking & Analytics      | A/B Testing & CRO                  | Brand Storytelling            |
| SEO Fundamentals              | Email Marketing                    | Lead Generation               |
| Video Content Production      | Creative Direction & Storyboarding |                               |

## PROFESSIONAL EXPERIENCE

### Social Media Manager Intern · Furniture Brand · 2024

- ▶ Took ownership of the brand's entire social media presence — developed a content strategy aligned with brand identity, managed posting schedules, and maintained a consistent visual and tonal voice across platforms.
- ▶ Conceptualised and designed scroll-stopping posts and captions tailored to the brand's audience, blending product storytelling with platform-native formats to drive engagement.
- ▶ Built and maintained a structured content calendar that ensured regular, on-brand publishing — reducing ad hoc posting and improving content consistency.

- ▶ Monitored engagement metrics and applied insights to refine content themes and posting cadence, contributing to a measurable uplift in audience interaction.
- ▶ Collaborated with the owner on campaign planning and promotional content for key sales periods, aligning social output with business objectives.

#### **Digital Marketing Intern** · *Marketing Agency* · 2026

- ▶ Launched and managed end-to-end Meta Ads campaigns across multiple client accounts — owned the full process from audience segmentation and creative brief through to live optimisation and performance reporting.
- ▶ Managed content calendars for client Instagram and Facebook accounts, maintaining distinct brand voices across accounts and driving consistent engagement improvements cycle over cycle.
- ▶ Conducted competitor analysis across 5+ brand verticals, identifying content gaps and positioning opportunities that directly influenced campaign messaging and creative direction.
- ▶ Delivered weekly performance reports via Ads Manager and Instagram Insights — translated KPI data into clear, actionable recommendations that the wider team adopted.
- ▶ Produced ad creatives, copy, and brand communication assets for live campaigns — developed in close alignment with client brand guidelines and campaign objectives.

## **MARKETING PROJECT EXPERIENCE**

---

#### **Social Media Strategy & Management** — *Brand Growth Project*

- ▶ Architected a full-funnel social media strategy — defined platform positioning, content pillars, audience targeting, and growth tactics — then executed it across a structured multi-week campaign cycle.
- ▶ Tracked Instagram Insights throughout the campaign, iterating on content formats and themes mid-cycle — resulting in ~40% growth in impressions and a 3x lift in story views vs. the pre-campaign baseline.

#### **Meta Ads Performance Campaign** — *Paid Advertising Project*

- ▶ Independently built and ran a full-funnel Meta ad campaign — set objectives, layered interest, behavioural, and lookalike audiences, developed creatives, and managed daily budget pacing end to end.
- ▶ Applied A/B testing mid-flight, pausing underperformers and reallocating budget to top-converting ad sets — improved estimated ROAS by ~25% and delivered a post-campaign analysis covering CTR, CPC, reach, and ROAS.

#### **Content Marketing & Brand Copywriting** — *Content Strategy Project*

- ▶ Produced 50+ social captions, ad copy variants, email content, and long-form brand articles across multiple brand voices — written to stop the scroll and move audiences toward action.
- ▶ Delivered a complete content strategy package per brand: tone-of-voice guide, content pillars, editorial calendar, and audience persona — used as ongoing reference material by each brand team.

## **MEDIA PRODUCTION PROJECTS · B.SC. ELECTRONIC MEDIA**

---

#### **Short Film · Advertisement Film · Television Show Production**

- ▶ Led concept development, scriptwriting, storyboarding, and production coordination across short-form and long-form media projects — from initial brief to final output.
- ▶ Translated brand briefs into production-ready advertising concepts, shot lists, and creative treatments — applies this cinematic thinking directly to ad development and video content strategy in marketing work.

## EDUCATION & CERTIFICATIONS

---

**B.Sc. in Electronic Media** · Graduated 2025 · Film & TV Production · Scriptwriting · Advertising & Brand Strategy · Media Planning

**Digital Marketing Certification** · 2026 · SEO · Meta Ads · Google Analytics · Email Marketing · Content Marketing · Paid Media · CRO

## TOOLS & PLATFORMS

---

**Paid Media:** Meta Ads Manager · Facebook Business Suite · Google Ads · Instagram Insights

**Analytics:** Google Analytics 4 (GA4) · Google Search Console · Meta Ads Reporting

**Content & Design:** Canva · Scriptwriting Tools · Content Calendar Management

**Productivity:** Google Workspace · Microsoft Office Suite

## LANGUAGES

---

**English** (Professional Proficiency) · **Hindi** (Native) · **Tamil** (Conversational)

## INTERESTS

---

Story Writing · Creative Direction · Brand Strategy · Visual Storytelling · Film & Advertising