

ARYAN BARTWAL

Delhi, India | aryanbartwal38@gmail.com | +91 8178701406

PROFESSIONAL SUMMARY

Entry-level marketing and media professional experienced in social media operations, content planning, publishing, copywriting and audience engagement. Created 30+ branded social posts and increased content reach by approximately 40% using targeted schedules and performance insights.

CORE SKILLS

Media & Content: Social Media Operations, Content Calendars, Scheduling & Publishing, Caption Writing, Reels & Stories Ideation, Content Research, Community Management, Campaign Coordination

Strategy & Analytics: Social Media Strategy, Content Strategy, Audience Engagement, Trend Research, Social Analytics, Performance Reporting, Market Research

Tools: Instagram, YouTube, Facebook, LinkedIn, Canva, Adobe Photoshop, DaVinci Resolve, Microsoft Excel, Word, PowerPoint

PROFESSIONAL EXPERIENCE

Content & Marketing Contributor - Early-Stage Start-Up, New Delhi | 2024-2025

- Managed Instagram content operations across planning, calendars, creation, captions, scheduling, publishing and engagement.
- Increased content reach by approximately 40% through targeted schedules, visual storytelling and audience engagement.
- Produced 30+ branded social posts while maintaining a consistent voice and visual identity; collaborated with the founder on messaging and analytics.

Social Media & Content Lead - HSC Horizon Study Circle, New Delhi | 2023-2024

- Planned and published multi-platform social content, maintaining schedules, brand consistency and timely campaign execution.
- Researched audience interests, coordinated deliverables and developed engagement initiatives supporting audience growth.

Freelance Writer - New Delhi | 2025-2026

- Authored 10+ researched articles, independently sourcing material and delivering clear, audience-focused copy to deadlines.

Finance & Accounting Intern - UM Autocomp Pvt. Ltd., New Delhi | May-Jun 2025

- Processed records for 100+ transactions and prepared Excel-based summaries, strengthening reporting and data-management skills.

LEADERSHIP & ADDITIONAL EXPERIENCE

Literary Society, Dr. B.R. Ambedkar University: Managed social content and coordinated with editorial and events teams. Kudrat NGO: Supported social media, outreach and community engagement. Football: Competed against 10+ universities and previously captained a 15+ member school team. Theatre: Selected for a National School of Drama programme.

EDUCATION

Bachelor of Business Administration - Dr. B.R. Ambedkar University, Delhi | Expected 2026

Coursework: Marketing, Business Management, Organisational Behaviour, Financial Accounting

CERTIFICATIONS & LANGUAGES

Certifications: Foundations of Digital Marketing and E-Commerce - Google (2026); McKinsey Forward Learning Program - McKinsey & Company (2026)

Languages: English (Fluent), Hindi (Native)