



# Rituraj Sharad

S O C I A L   &   C O N T E N T  
M E D I A                      H E A D

## Professional Profile

Curious content creator with 6 years of proven track record of devising innovative strategies for advertising, branding, content creation, online presence and social media marketing to impact the bottom-line and growth.

## Core Skills

- Brand Storytelling
- PR & Corporate Communication
- Creative thinking & conceptualizing campaigns
- TVC, web-series & Video content production
- Design & conceptualization of digital ads
- Supervise marketing team & agencies
- Event Management

## Work Expertise

- Trend-jacking & brand integration
- Copywriting blogs, ads & social posts
- Keyword research & CMS management
- YouTube & LinkedIn campaign creation
- Social media & influencer marketing
- Lead generation & Email marketing
- Website review & content optimization

## Contact Details

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## Education

Bachelor of Technology in  
**Mechanical Engineering** (2010-14)

## Achievements

- Social Media handle of my current organization Oxfordcaps' got [featured by Adobe](#) as one of the "5 Brands to Inspire your Social Media Facelift"
- Played significant and high-exposure roles in [India's largest marketing campaign](#), the 2019 elections
- Contributed towards [growing Oxfordcaps by 75x in 11 months](#), with **15x growth in social following**
- Headed multiple creative projects, TVC shoots and interviews; including [Humans of Oxfordcaps](#), [comic series](#) and an [original rap song](#) for oxfordcaps
- Pioneer member and **significant contributor during establishing phase of 3 startups** from marketing perspective; namely Oxfordcaps, Supp and Prolegion Inc.

# Career Summary

## Senior Manager

**Oxfordcaps - Student Living | Education & Real-Estate**  
2019-present (1 year & 8 months)

- **Grew Instagram page by 15x** in a year and established a reputable presence on LinkedIn
- Headed social media to reach **14 Mn impressions & 200 k reactions** across fb & Instagram
- Achieved **440% increase** in website traffic and **120% increase** in conversion rate
- Oxfordcaps' Social media got [featured by Adobe](#) for capturing the brand persona and was recognized as one of the "5 Brands to Inspire Your Social Media Facelift".
- Supervised the marketing team and worked alongside sales and ops teams to register a company **growth of 75x in less than 11 months**
- Steered movie collaboration with '[Student of the Year 2](#)', leading to **635%** increase in web-traffic, **17 k lead generation via calls** and 300+ landlord enquiries.
- Scripted the 'Student of the Year 2' collaboration, which turned into the promotional lines used by the starring cast for TVC and organised coverage of [meet n greet with SOTY starcast](#)
- Created **original rap song** with **5 Mn impressions** on Gaana with 2.82% CTR
- Spearheaded [#ChillKaroChintaNahi](#) campaign with **Web stars** Ritvik Sahore (FLAME - The Timeliners) and Monica Chaudhary (Apharan - Alt Balaji)
- Our social media content garnered positive recognition from '[Social Samosa](#)'
- Headed Indore market during the sale season and turned the lowest-performing market into the first city to cross **95% sales mark**, via **B2B promotion & alliances**
- Interviewed & shot over **50 real-life stories** of students to create the '**Humans of Oxfordcaps**' series for Social Media.
- Maintained [4.3 Avg. Google Rating](#) while creating a bank of [positive review videos](#) across platforms
- Shot & directed multiple [real-estate video](#) of hostels and [performance videos of talented residents](#) across India for marketing purposes
- My efforts were well-received with pan-India recognition and I was **promoted** to the role of **Senior Manager**, from earlier being the Social Media Manager

## Agency & Event Management Experience at Oxfordcaps

- OOH leasing - **Milestone Media & Times Group** for Delhi, Indore, Bangalore, Pune
- Media Distribution & Ads - **Times of India, Gaana.com**
- Movie collaboration & ads - **Dharma Production, Group M, The local Talkies**
- **Celebrity & Talent** collaboration - Tiger Shroff, Ananya Pandey, Tara Sutaria, [Rajat Chauhan](#)
- **Influencer marketing** channels - AJM Media, Prince Academy, Ayush Tickoo
- Student **Internship collaboration**- Youth4Work
- Property Listing agency - Just dial, 99 acres, Magicbrick
- **University alliances** - UPES, RV College, Christ college, Ahmedabad University, Prestige College, Symbiosis & other leading names in the industry.
- **Brand launch & community event** locations - Dehradun, Greater Noida, Bengaluru, Indore, Pune

## Social Media Manager

**Digital India - aegis of TSD Media Pvt Ltd**  
**PM's election campaign - 2018 (1 year)**

- Participated and played influential roles in **India's largest marketing campaign**, 2019 election
- Created and catered social media content for **every age & interest group** targeting all the cities of India. Making complete use of **vernacular content**.
- Ideated content and headed the design team to create the most viral content for the election campaign, at least one of which **you must have seen on Whatsapp**
- Created content and managed hundreds of social media influencers to **Trend Hashtags on Twitter**
- Created tons of social media content and organically grew PM Modi support pages to reach **millions of followers**, turning them into the **most influential social media pages in India**
- Worked alongside Arvind Gupta ([@buzzindelhi](#)), who digitalized election campaign for the first time during 2014 elections
- Handled multiple twitter, fb accounts & capitalized on fb groups. Utilizing every best-practice for **mass distribution and viraling content** via whatsapp
- Broadcasted multiple stories on [PMO YouTube](#) channel, covering PM's speeches and movement across the world

## Co-founded Media Consultancy

**Content & Social Media Management - Networth.in**  
2017 (1 year) | Project-basis

- Created blog & social media **calendar for client companies**
- Used **Wordpress & Keyword research tools** for writing blogs and on-page SEO
- Wrote **long and short tail keyword content** for blogs, whitepaper, desktop procedures, social media, print media, OOH
- Assisted with **script writing & video production** for TVCs
- Led the design team for creating Social Media & ad content
- Content & social media **marketing for diverse niches**, including re-commerce, SAP, electronics, fitness supplements, nutrition, grooming, designing, online marketing tools
- **Some of the renowned clients include:** [Cashify.in](#), [Supp.in](#) [The Man Company](#), [Prolegion Inc](#), [Designhill](#), [schemaninja](#) and others

## Content & Research Analyst

**Google India - aegis of HCL Technologies as Sr Engineer**  
2014-16 (2 years & 4 months)

- Produced **whitepaper content & Desktop procedures** for internal communication
- Amazon e-comm **content management** and inventory reporting
- Managed inventory and **email communication** for clients like HP, Philips, Braun, P&G and others
- Generated **reports on ad revenues** and changes in ad metrics, under Google AdExchange program

----- The ~~End~~ Beginning -----