

Riddhima Gangotra

SOCIAL MEDIA COORDINATOR— Content Creation, Social Media Engagement, Performance Tracking

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📍 Mississauga

in [LinkedIn](#)

🌐 [Portfolio](#)

SKILLS

- **Design Tools:** Canva, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Adobe XD)
- **Social Media Management:** Meta Business Suite, Hootsuite, Buffer, LinkedIn Campaign Manager for scheduling
- **Marketing Tools:** MailChimp, Meta Ads Manager, Google Ads, SEMrush, ChatGPT for campaign management
- **Analytics Platforms:** Google Analytics, Platform Insights (Instagram, Facebook, TikTok, LinkedIn, YouTube)
- **Core Capabilities:** Content Creation & Curation, Social Media Strategy, Copywriting, Trend Research, & Reporting

WORK EXPERIENCE

Marketing Intern

October 2024 – November 2024

LinkedIn x HubSpot Ambassador Program

Remote

- Executed LinkedIn ad campaigns generating 19,000+ impressions and boosting qualified leads by 5% through advanced targeting matrices and visual optimization across segmented audience clusters for measurable engagement growth.
- Conducted data-driven A/B assessments on creatives, enhancing click-through efficiency by 5% while minimizing lead acquisition variance through adaptive testing strategies and campaign parameter calibration using predictive analytics.
- Delivered stakeholder analytics reports linking creative variables to KPI outcomes, resulting in a 10% engagement increase and improved decision synchronization across project teams through quantifiable performance visualization.
- Optimized ad spend allocation, targeting using algorithmic modeling, increasing lead conversion rates by 6% overall.

Digital Marketing Specialist

June 2020 – July 2023

Freelance Projects

India

- Amplified Instagram engagement by 30% using visual storytelling, and metadata optimization through advanced AI-driven analytics to expand organic visibility and improve audience retention within pre-defined growth intervals.
- Increased event participation by 15% through precise audience segmentation, A/B testing of flyer creatives implementation of short-form content analytics leveraging machine learning across YouTube, cross-linked promotional platforms.
- Enhanced organic reach by 10% through keyword optimization, adaptive posting frequency, algorithmic pattern recognition within platform insights utilizing predictive modeling, ensuring strategic trend utilization and content optimization.
- Developed automated reporting dashboards for social media performance, improving campaign efficiency by 12% weekly.

HR Executive

January 2018 – December 2018

Bell Finvest India Ltd

India

- Administered internal engagement frameworks, driving 10% uplift in employee satisfaction via structured communication channels, workforce feedback analytics, and performance-based collaboration programs using HRIS platforms.
- Designed recruitment communication matrices improving candidate quality by 10% through competency mapping, performance data evaluation, employer branding across multichannel recruitment networks using talent analytics.
- Implemented retention analytics tracking systems, decreasing attrition variance by 5% through correlation modeling, feedback loop integration, and strategic workforce segmentation aligned with cultural insights using statistical modeling.
- Coordinated social media strategy across platforms, increasing engagement by 11% through analytics-driven scheduling.

INTERNSHIP

Social Media Marketing Intern

April 2025 – July 2025

JobHuntingU

Remote

- Developed and executed cross-platform content workflows for Instagram, Facebook, and LinkedIn, increasing weekly visibility by 10% and engagement by 9% through optimized scheduling, analytics tracking, and campaign alignment.
- Produced and edited career-focused videos with consistent branding, improving watch retention by 12% and boosting user engagement by 11% overall via targeted storytelling, precise captioning, and coordinated creative delivery.

EDUCATION

Post Graduate Diploma in Advertising Accounts Management

May 2024 – December 2024

Sheridan College, Ontario

Post Graduate Diploma in Social Media Marketing

September 2023 – April 2024

Conestoga College, Ontario

CERTIFICATIONS

- Google Prompting Essentials Specialization
- Marketing: Copywriting for Social Media
- HubSpot Marketing Hub Software
- HubSpot Search Engine Optimization
- Social Media Marketing
- Fundamentals of Digital Marketing
- Global Virtual Exchange Certificate
- Hootsuite Platform Certification
- Google UX Design Professional Certificate