

Yash Kumar Jangir

Content & Brand Growth Strategist
Content Strategy | Brand Positioning | Integrated Digital Marketing

New Delhi, India
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Professional Summary

Content & Brand Growth Strategist with 4+ years of experience across content marketing, brand positioning, SEO-led content, and social media growth. Experienced in building content systems for brands and founders across India, the Middle East, and the US. Strong at translating business goals into clear content strategies, managing cross-functional execution, and using AI and automation to improve consistency and efficiency.

Balanced profile combining strategy, creativity, and execution across agency and in-house environments.

Education

- Higher Senior Secondary (Arts) (Notre Dame School, New Delhi | 2020)
- Bachelor of Business Administration (Marketing) (DAVV University, Indore | 2024)
- Digital Marketing & Generative AI Course (Hansraj College, Delhi University | 2026)

Core Expertise

- Content Strategy & Brand Positioning
- Integrated Digital Marketing
- SEO-Driven Content & Research
- Social Media & Community Growth
- Founder & Leadership Communication
- Campaign Planning & Execution
- AI-Assisted Content Workflows

Tech Skills

- Knowledge of design & video editing tools (Canva, VN, & Capcut)
- Knowledge of SEO tools (Moz, Ubersuggest, Ahrefs & SemRush)
- Proficiency in working with AI tools like n8n, ChatGPT & Gemini
- Wordpress
- Google Search Console, Google Merchant Center, Google AdSense
- Working knowledge of Paid Media Platforms (Google Ads, Meta Ads & More)
- Google Analytics & Microsoft Clarity
- Mailchimp

Professional Experience

YGR Asset Management | Noida

Digital Marketing & Engagement Executive | Sep 2025 – Present

- Content planning and execution for the company’s monthly newsletter, community initiatives, and brand engagement campaigns.
- Developing social media content strategy across platforms, aligning posts with events, campaigns, and brand objectives.
- Coordinating with the social media execution team to ensure consistency, quality, and timely delivery.
- Planning and supporting monthly on-ground and digital events, contributing to engagement strategy and post-event promotions.
- Preparing performance reports covering social media activity and event outcomes for internal stakeholders.

Uniworld Studios Pvt. Ltd. | New Delhi

Creative Content Writer & Strategist | Mar 2023 – Mar 2025

- Designed and executed content and social media strategies for 6 brands across India, the Middle East, and the US.
- Led founder branding and ghostwriting initiatives on LinkedIn, repositioning leadership profiles toward MSME founders and entrepreneurs.
- Shifted content from generic text posts to short-form, insight-led video content, owning research, topic ideation, scripting, and shoot coordination.
- Contributed to scaling a founder's LinkedIn presence to 10K+ followers, strengthening authority and visibility.
- Created SEO-optimised blogs, social content, and short-form videos, driving up to 2x engagement and reach.
- Collaborated with design, branding, and social teams to deliver integrated campaigns.
- Worked on the Ministry of Culture (Government of India) initiative "Mera Gaon Meri Dharohar", a nationwide digital heritage documentation project.

Bel Cibo Hospitality Pvt. Ltd. | New Delhi

Social media marketing Intern | Nov 2022 – Jan 2023

- Managed digital content and social media for a hospitality brand called Imperfecto and live events.
- Planned promotional campaigns, influencer collaborations, and online engagement initiatives.
- Coordinated with designers, videographers, and on-ground teams for campaign execution.

MobiKonnnect | New Delhi

Content Management Intern | Feb 2022 – Jul 2022

- Supported website content management and SEO optimisation.
- Assisted in content creation, publishing, and maintenance workflows for 6 different brands on social media platforms.

Media Tribe | Mumbai

Social Media Executive | Jun 2021 – Jan 2022

Social Media Intern | Apr 2021 – Jun 2021

- Promoted from intern to full-time role based on performance within three months.
- Managed social media content calendars and daily publishing for multiple client brands.
- Created platform-specific content and handled audience engagement.
- Assisted in campaign execution, reporting, and performance tracking.