

Aanchal Sharma

Brand Strategist

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Skills & Proficiencies

[Brand Strategist](#) with 5 years of in-house experience building hundreds of pieces I personally shot, edited, and shipped, from scrappy phone-shot Reels to full brand films with production houses. I own the full cycle: brief, treatment, budget, casting, shoot, and post. Worked on creator collaborations at both ends volume nano/micro seeding to individual macro deals and turned communities into tribes through UGC and advocacy. 8M+ views on socials, 1,762 leads, 17x search interest.

Marketing Experience

Social Media Strategist – NxtWave, ADYPU, Pune, Maharashtra August 2025 – Present

- Drove [NIAT Pune's](#) organic growth strategy across [YouTube](#), Instagram, and student communities, generating 8M+ views, 1,762 leads in Maharashtra, 6,500+ followers on social media accounts, and 17x higher Google Search interest than a key competitor during the peak admissions season.
- Scaled a Student Creator Program, generating 200+ user-generated content videos and increasing student engagement through relatable, student-first content strategies.
- Lead brand films end to end with production houses: brief, treatment, budget, casting, shoot, post.
- Managed and mentored a cross-functional team of 3, including an intern, Associate Video Producer, and Associate Cinematographer, ensuring seamless content production and project execution.
- Executed Marathi creator-led influencer campaigns, driving 6M+ views in 2 months.

Freelance Brand Content Partner – Singapore July 2021 – June 2025

- Collaborated with over 60 brands to plan and execute paid advertising campaigns across different ad formats to drive customer retention. One such campaign on Instagram focused on retention strategies that generated 150 successful purchases within 2 months.
- Created tailored visual and video content for brand awareness, product launches, and seasonal campaigns.

Marketing Intern (Industrial Project) – L'Oréal, Singapore March 2024 – July 2024

- **Loreal Luxe Division:** developed a [comprehensive 360-degree media and retail plan](#) for the launch of [Takami](#) in SEA, strategically designed to build robust brand awareness and ignite viral engagement across multiple platforms. (Reported to the General Manager)
- Conceptualized and executed a strategic [editorial calendar](#) for the brand on Instagram and TikTok
- Developed promotions on major e-commerce platforms with 5 [strategically crafted online campaigns](#), including Shopee and Sephora Singapore.
- Maintained the [online product catalog](#), ensuring accurate product categorization, pricing, promotions, and inventory levels.
- Assisted in planning the brand launch workshop for over 150 content creators in Singapore and Malaysia.

Sales Experience

Recruitment Consultant – NodeFlair, Singapore Oct 2022 – July 2023

- Conducted extensive research to identify and target potential 500 + leads using LinkedIn Sales Navigator and HubSpot for screening, sourcing and scheduling interviews.

Financial Consultant – Prudential, Singapore April 2021 – Sep 2022

- Served up to 100 Customers and conducted comprehensive marketing research to customize insurance and investment solutions, demonstrating proficiency in financial analysis and strategic planning.

Education

Singapore University of Social Sciences Singapore – Master's in digital marketing 3.9/5 Thesis - Effectiveness of Higher Follower vs Low follower Influencers on Engagement Metrics and Niche	2023 -2024
National University of Singapore Singapore – M.Sc. in Science	2019 – 2020
Manipal University Jaipur India – B.Sc. in Chemistry	2016 – 2019