

JESSICA UPPAL

MARKETER & CONTENT CREATOR

Results-oriented Marketing Executive and content creator with 4+ years of work experience and 45 plus successful brand collaborations (barter and paid). Proficient in utilizing social media growth strategies, performance Marketing and Influencer Marketing to increase engagement and brand visibility. Expert in BOB WhatsApp marketing, Email Marketing, Meta ads execution & content writing with a track record of increasing organic social media performance through strategic campaign execution and high-quality content production.



Experience

MARKETING EXECUTIVE – [LAIQA]

(Nov 2024 – Present)

- Grew Instagram followers by 10K in 2 weeks using strategic growth tactics
- Scaled reel views from 500–600 to 2M+ organically, achieving 10K+ average views through content optimisation
- Generated ₹18K in single day product sales via high-converting BOB WhatsApp campaigns
- Drove revenue through an affiliate model with micro-influencers
- Led ROAS focused paid ad campaigns, developing CTR-driven creatives for lead generation
- Maintained 2X ROAS and 1%+ CTR across campaigns with consistent week on week optimization
- Optimised Meta ads through targeted audience segmentation and continuous creative testing
- Produced high-performing ad copies and static creatives for Instagram, YouTube, LinkedIn, and Meta

SOCIAL MEDIA MANAGER – [HACHI WILSON]

Oct 2023 – Nov 2024

- Revived a stagnant account, scaling organic reach from 20–50 views to 15K–20K average views
 - Planned and executed paid and barter influencer campaigns with niche pet creators
 - Managed end-to-end social media operations, from ideation to performance tracking
 - Led offline marketing initiatives, including a world-renowned Mumbai cat show, resulting in a complete sell-out within 2 hours
- Built a strong, engaged pet-parent community through consistent, brand-aligned content.

Skills

Social Media Strategy

Content Creation

BOB WhatsApp Marketing

Email Marketing

Influencer Marketing

Performance Marketing

Meta Ads (Facebook)

Affiliate Marketing

Copywriting

Education

(M.A) Masters of Arts In
Psychology
(IGNOU)

(B.A) Bachelors of Arts In
English Literature (University
Of Delhi)

SOCIAL MEDIA INTERN - [OLYMPIAD SUCCESS]

March 2023 - Oct 2023)

- Managed multiple social media accounts with consistent branding and engagement.
- Created and edited video content to boost audience retention.
- Designed high-quality templates, enhancing visual consistency.

FREELANCE MARKETING & CONTENT PROJECTS

- Achieved a personal best of 25 Million+ organic views on personal social media as a content creator.
- Collaborated with 45+ brands (barter and paid) as a content creator, driving strong engagement and brand visibility.
- Worked as a Freelance content creator & Social Media manager Colourlthope (NGO)
- Authored a fictional book, "Outsmarting the Devil," on Wattpad with 41K+ views and active readers.
- Published an anthology piece "Love is Something Which is Best When Quiet" in "Manuscript of Hearts"
- Delivered copywriting, email marketing, and social media strategy for small and mid-sized businesses.

Tools

Canva
Inshot
VN
BOB
Leadsquared
Capcut
Premeire pro
Modash