



# RITVEEK GROVER

Digital Marketing & Social Media Specialist

## PROFESSIONAL SUMMARY

Results-driven Content Marketing Specialist with certifications from Northwestern University, Meta, and Google. Expertise in digital marketing, content creation, social media management, SEO, and brand storytelling. Proven ability to enhance brand visibility and audience engagement through data-driven strategies, video production, and graphic design. Adept at utilizing performance analytics to optimize campaigns and improve ROI. Seeking to leverage my expertise in a dynamic and growth-oriented organization

## SKILLS

- DaVinci Resolve
- Adobe Photoshop & InDesign
- Final Cut Pro
- CapCut
- Hootsuite & Social Media Analytics Tools

## EDUCATION

 **AMITY UNIVERSITY** (2021 – 2024) [Credentials](#)

- Bachelors of Journalism and Mass Communication
- Minor in Performing Arts

 **MANAV RACHNA INTERNATIONAL SCHOOL**

- Non-Medical Science (2021)



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## PROFESSIONAL EXPERIENCE



### DIGITAL MARKETING & SOCIAL MEDIA SPECIALIST

GD GOENKA GROUP | GURUGRAM, INDIA | JAN 2024 – FEB 2025

- Content Developed and executed **content marketing strategies** across **GD Goenka World School, GD Goenka Public School (Vasant Kunj), GD Goenka High School, and Le Cordon Bleu Gurugram.**
- Created and managed **high-impact multimedia content**, including **videos, graphics, and social media campaigns** to enhance brand visibility.
- Ensured **brand consistency** across digital platforms, aligning with organizational objectives and messaging.
- Analyzed **KPIs and content performance metrics** to refine strategies and maximize engagement.
- Collaborated with **cross-functional teams** to develop integrated digital marketing campaigns.



### SOCIAL MEDIA MARKETING INTERN

VEGA SCHOOLS | GURUGRAM, INDIA | AUG 2023 – OCT 2023

- Managed and optimized **social media channels (Facebook, Instagram, YouTube, LinkedIn)** to drive engagement.
- Created **targeted digital content** that improved audience reach and interaction.
- Developed and executed **data-backed social media strategies** to increase brand awareness.
- Monitored **social media analytics** to refine content and enhance performance.



### CONTENT SPECIALIST (INTERNSHIP)

EMKAY INFOTECH INDIA | DELHI, INDIA | JUL 2022 – OCT 2022

- Produced **high-quality video content and graphics** to support digital marketing initiatives.
- Assisted in **business development** by identifying growth opportunities and implementing strategic solutions.
- Partnered with a team of **digital marketers and acquisition specialists** to execute data-driven campaigns.



### ASSISTANT - ART CURATOR

INDIA ART FAIR | DELHI, INDIA | APR 2022 – MAY 2022

- Assisted in **event coordination and guest management** for India's premier art exhibition.
- Designed **marketing collateral** including brochures, newsletters, banners, and posters.
- Provided guided assistance to guests, ensuring a seamless event experience.

# Licenses & certifications



Advertising with Meta  
Meta



Social Media Management  
Meta



Attract and Engage Customers with Digital Marketing  
Google



Fundamentals of digital marketing  
Google Digital Garage



Engagement & Nurture Marketing Strategies  
Northwestern University



Content, Advertising & Social IMC  
Northwestern University



LinkedIn Workshop  
GrowthSchool



SEO Workshop  
GrowthSchool



The Strategy of Content Marketing  
University of California, Davis



Amazon Web Services, training and certification  
Amazon Web Services



Instagram 101  
Skillhouse



Photography  
Skillshare



## HONORS & AWARDS



WINNERS OF CONFLUENCE  
NIT KURUKSHETRA •  
A Shimmering Soirée.

[Credentials](#)



WINNERS OF JU RHYTHM'22  
JECRC University •  
The first prize in Street theatre

[Credentials](#)



Theatre Production workshop  
National School of Drama, New Delhi

[Credentials](#)



BATTLE OF BANDS  
Lancers International School, Gurgaon •

[Credentials](#)

## DOMAIN OF EXPERTISE

- Content Marketing & Digital Strategy
- Social Media Management & Analytics
- SEO & Data-Driven Marketing
- Video Production & Editing (DaVinci Resolve, Final Cut Pro)
- Graphic Design (Adobe Photoshop, Adobe InDesign)
- Brand Development & Audience Engagement
- Advertising & Marketing Strategy
- Cross-Platform Digital Campaigns

## CONTACT ME



+91-8447655231



[ritveekgrover@gmail.com](mailto:ritveekgrover@gmail.com)



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