

RITVEEK GROVER

Digital Marketing Manager · Social Media Strategist · Content Lead

+91-8447655231 · ritveekgrover@gmail.com · ritveekgrover.com · linkedin.com/in/ritveekgrover · Gurugram, Haryana, India

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Manager with 3+ years of experience building and scaling brand presence across education, hospitality, and creative industries. Proven ability to manage multi-brand digital ecosystems — overseeing 25,000+ combined social media followers across distinct brand identities simultaneously. Brings end-to-end ownership across the full marketing mix: paid media, organic content, SEO, conversion funnel optimisation, A/B testing, campaign management, and ROI attribution. Consistently turns creative strategy into measurable business outcomes, from audience growth and engagement to lead generation and admissions enquiries. Certified by Northwestern University, Meta, and Google.

PROFESSIONAL EXPERIENCE

Digital Marketing & Social Media Specialist

GD Goenka Group, Gurugram

Jan 2024 – Feb 2025

Managing three school brand identities across Instagram, Facebook, and YouTube simultaneously

- Architected content strategies for GD Goenka World School (9,100+ followers), Public School (6,000+), and High School (4,700+), maintaining three distinct brand voices across platforms.
- Grew combined social media engagement by 30% through targeted content calendars, audience segmentation, and A/B testing of post formats — producing 50+ pieces of content per month.
- Collaborated with admissions and leadership teams to align digital campaigns with enrolment goals, contributing to a measurable increase in inbound admissions enquiries during peak season.
- Tracked and reported campaign KPIs — CTR, CPM, CPC, reach, and conversion rates — using Google Analytics and Meta Business Suite, enabling data-driven strategy refinement.

Digital Marketing & Social Media Specialist

Le Cordon Bleu Gurugram (sub-brand, GD Goenka University)

Apr 2024 – Feb 2025

Owned the institute's complete digital presence as a dedicated specialist within the GD Goenka ecosystem

- Built Le Cordon Bleu Gurugram's Instagram from scratch to 5,800+ followers and 920+ posts in 10 months through organic content strategy and paid social campaigns.
- Shot and edited 30+ high-profile video campaigns — culinary masterclasses, diploma showcases, international guest chef features — consistently achieving above-benchmark video view rates.
- Managed the full Meta Ads budget end-to-end: audience targeting, remarketing, lookalike audiences, and creative A/B testing to reduce cost per lead and improve conversion rates.
- Established a structured performance reporting cadence with weekly creative testing cycles, Google Analytics conversion tracking, and ROI attribution reports delivered to senior management.

Freelance Digital Marketing Strategist & Content Specialist

Independent — Delhi NCR

Jan 2023 – Present

Clients include BBC News Hindi, Shri Ram Centre, Hiraeth Music, and CrossRoads Venues

- Built complete end-to-end marketing systems for 4+ clients across media, performing arts, music, and events — covering strategy, paid social, content creation, and performance analytics.
- Created 100+ short-form video campaigns and creative assets driving measurable audience growth and engagement; acquired inbound clients via ritveekgrover.com through SEO and portfolio positioning.
- Managed full campaign execution including audience targeting, paid social budget management, A/B testing, conversion funnel optimisation, and monthly ROI reporting for each engagement.

Social Media Marketing Intern

Vega Schools, Gurugram

Aug 2023 – Oct 2023

- Managed Facebook, Instagram, YouTube, and LinkedIn for a top-5-ranked CBSE school; contributed to 5,400+ Instagram followers through targeted content and engagement strategies.
- Created enrolment-aligned content for two campuses; tracked CTR, reach, impressions, and conversion metrics via Google Analytics to continuously optimise campaign performance.

Content Specialist (Intern)

Emkay Infotech India, Delhi

Jul 2022 – Oct 2022

- Produced 40+ video content pieces and graphic assets for digital marketing campaigns; collaborated with acquisition specialists on data-driven Meta and Google Ads initiatives supporting lead generation.

Assistant Art Curator

India Art Fair, New Delhi

Apr 2022 – May 2022

- Supported marketing operations across 77 exhibitors from 16 cities; designed brochures, newsletters, banners, and event posters using Adobe Photoshop and InDesign.

SKILLS

Platforms & Advertising: Meta Ads (Facebook & Instagram), Google Ads, Paid Social, Remarketing, Lookalike Audiences, Google Tag Manager, WordPress

Strategy & Analytics: SEO, SEM, Content Marketing, Campaign Management, Email Marketing, A/B Testing, Conversion Funnel Optimisation, ROI Analysis, Google Analytics, Google Data Studio, Meta Business Suite, Hootsuite

Creative Production: Video Production & Editing (DaVinci Resolve, Final Cut Pro, CapCut), Graphic Design (Adobe Photoshop, InDesign, Canva), Short-Form Video, UGC Content

Technical: Marketing Automation, HTML, CSS, AI-Assisted Web Development, Domain & Hosting Management

EDUCATION

Bachelor of Journalism & Mass Communication, Minor in Performing Arts

Amity University, Noida

Aug 2021 – May 2024

Senior Secondary — Non-Medical Science (CBSE)

Manav Rachna International School, Gurugram

Apr 2019 – Mar 2021

CERTIFICATIONS

Advertising with Meta · Social Media Management (Meta) · Digital Marketing (Google) · Digital Marketing Fundamentals (Google Digital Garage)

Engagement & Nurture Strategies (Northwestern) · Content, Advertising & Social IMC (Northwestern) · Strategy of Content Marketing (UC Davis)

Data-Driven Decision Making (UC Boulder) · Influencer Marketing Strategy (Rutgers University) · AWS Training & Certification (Amazon Web Services)

HONOURS & AWARDS

Winners — Confluence, NIT Kurukshetra · First Prize, Street Theatre — JU Rhythm 2022, JECRC University · Theatre Production Workshop — National School of Drama, New Delhi · Battle of Bands — Lancers International School, Gurugram