

Anish Kumar

+91 9546430452 · anishxverma@gmail.com · linkedin.com/in/anishhverma
Naraina Vihar, New Delhi, Delhi 110028

SUMMARY

Economics (Hons) undergraduate at Delhi University with a minor in Computer Science, currently working as a Social Media Executive with Sarthak Goswami's media team. Focused on YouTube and social media operations, content strategy, analytics, SEO, and thumbnail and title optimisation, with hands-on experience building publishing workflows and AI-assisted content systems that improve reach, audience retention, and content performance. Previously founded Uptown Media, a freelance creative and social media venture serving startups, small businesses, and creators. Interested in the intersection of business, technology, analytics, and the creator economy.

SKILLS

Content & Social Media: Content Strategy, YouTube Growth, Social Media Analytics, SEO, Thumbnail & Title Optimisation, Publishing Workflows, Content Operations, Audience Retention

Technical & Tools: Excel, Data Analysis, HTML & CSS, Canva, AI-Assisted Content Systems

Languages: English (Professional Working), Hindi (Native / Bilingual)

PROFESSIONAL EXPERIENCE

Feline Media

Social Media Executive

Social Media Intern

Noida

Apr 2026 - Present

Jan 2026 - Mar 2026

- Run YouTube and social media operations for Sarthak Goswami's media team, supporting content strategy and performance across multiple channels and show formats.
- Handle SEO, metadata, and thumbnail and title optimisation to grow impressions, reach, and audience retention.
- Own end-to-end publishing workflows, coordinating with creators and editors to keep output consistent and on schedule.
- Build and apply AI-assisted content systems that make production and analytics workflows faster and more scalable.
- Track platform analytics to guide packaging and content decisions and improve overall channel performance.

Uptown Media

Founder

New Delhi

Oct 2022 - Dec 2023

- Founded and operated a creative and social media services venture working with startups, small businesses, and content creators on branding, content, and marketing projects.
- Executed 12+ client projects across social media, creative, branding, and digital marketing.
- Managed end-to-end client engagements from outreach and pitching to onboarding, planning, coordination, revisions, and final delivery.
- Acquired clients through cold outreach, referrals, and direct communication, and built long-term relationships through consistent delivery.
- Coordinated freelance designers and video editors to ensure quality control and timely execution.

Freelance

Graphic Designer

Giridih

Mar 2021 - Dec 2022

- Created social media creatives using Canva for small businesses and individuals.
- Produced posts, banners, and promotional creatives to brief.
- Delivered designs based on client briefs and feedback.

My Indian Things

Social Media Marketing Intern

Giridih

Aug 2022 - Oct 2022

- Created and scheduled content across social media platforms.
- Built and maintained a content calendar for consistent posting.
- Performed basic performance tracking and quality checks on published content.
- Supported engagement and visibility efforts for the brand's social presence.

Astroport Global

Social Media Intern

Giridih

Jan 2021 - Mar 2021

- Updated and managed social media accounts per the content calendar.
- Created posts and captions for social platforms.
- Ran small paid promotions to improve brand visibility.
- Engaged followers and gathered feedback to improve engagement.

EDUCATION

Atma Ram Sanatan Dharma College, University of Delhi

B.A. (Hons) Economics | Minor in Computer Science

BNS DAV Public School, Giridih, Jharkhand

Class XII (Commerce with Maths) | 84.4%

BNS DAV Public School, Giridih, Jharkhand

Class X | 84.6%

CERTIFICATIONS & ONGOING LEARNING

Advanced Excel (Coursera)

CS50x: Introduction to Computer Science (edX, Harvard)