

# BETHANAMUDI BHUVAN

## Content & Social Media Specialist

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Content-focused digital marketer with proven success in driving social media growth, engagement, and inbound leads. Skilled in multi-platform content strategy, newsletters, thought-leadership content, and managing brand presence across LinkedIn, Instagram, and YouTube.

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## Skills

**Digital Marketing** - Content Writing, Content Marketing, Copywriting, Social Media Marketing, Meta Ads, Google Analytics, Microsoft Clarity, SEO/On-page SEO

**AI** - Prompting, Image Generation, Vibe coding, Custom GPTs

**Design** - Canva, Figma, Da Vinci Resolve, No Code Websites

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## Experience

### Intandemly - Digital Marketing Executive

03/2025 – Present

- Content Marketing - Executed and planned multi-platform content strategy across LinkedIn (managing 3 profiles) and Instagram, driving inbound leads and increasing audience engagement.
- Email Marketing - Launched and managed weekly email and LinkedIn newsletters, successfully growing the subscriber list from 0 to 2k.
- Generated measurable inbound leads within the first month of the email marketing program's launch.
- Website Redesign & Development - Led the end-to-end redesign and development of the corporate website from scratch, modernizing the aesthetic and enhancing user trust to improve visitor conversion rates.
- Produced essential website content, including comprehensive blogs and detailed case studies.

### Multiplier AI - Digital Marketing Specialist

06/2024 – 02/2025

- Content Strategy & Digital Management - Managed the end-to-end digital presence for multiple healthcare professionals, overseeing maintenance of social media accounts and professional websites.
- Developed, scheduled, and published content across all social media platforms, utilizing a content calendar for consistency and optimization.
- Wrote compelling video scripts, driving audience engagement and growing the doctors' social media profiles, particularly on YouTube.
- Influencer & Pharmaceutical Campaign Execution - Planned and executed a Doctor Influencer Campaign in collaboration with Viatris (a global

pharmaceutical MNC), focusing on content strategy to establish key opinion leaders across India.

- Executive Content Writing - Provided specialized content writing services, drafting high-impact posts and professional articles for the company CEO's and Vice Presidents' LinkedIn profiles.
- Leadership: Led a team of 3 content writers (interns) in improving the company's SEO through strategic blog content, resulting in enhanced website visibility and search rankings.

### **Texthappen - SEO Content Writer**

02/2021 - 09/2021 - Freelance

- Crafted SEO-optimized content for blogs, websites, and social media, enhancing online visibility and audience engagement for their clients.

### **Rishinaturals.in - E-commerce Website and Digital Marketer**

11/2023 - 2/2024 - Freelance

- Designed and optimized e-commerce websites with on-page SEO, managed Google Ads, Meta ads, and executed social media marketing strategies, generating significant brand exposure and engagement.

### **Fudoo.in - Co-founder and Marketing Lead**

10/2023 - 6/2024

- Co-founded a food ordering app for the Canteen of KITSW College WGL. Ran numerous digital and offline marketing campaigns, successfully driving brand recognition, app installations, and website traffic on the KITSW campus.

### **Bespoke paintings - Co-founder and Brand growth**

01/2020 - 08/2020

- Co-founded an E-commerce painting website to help small-scale artists sell their work across India. Managed supply chain management, social media campaigns, and customer interactions, ensuring seamless communication and brand growth.

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### **Education**

Agriculture BSc, Vnmkv, Maharashtra.