

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.

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

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.

Education

Agriculture BSc, Vnmkv, Maharashtra.