

KHUSHAAL KUMAR

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Professional Summary

Results-driven Digital Marketing and Content Professional with experience in team leadership, social media growth, SEO, video editing, app marketing, website management, and e-commerce operations. Successfully managed large audience communities, including a 1+ million follower page, while leading a 7-member team. Skilled in content strategy, analytics, brand development, Amazon and Flipkart account management, and creative problem-solving.

Core Skills

Team Leadership • Social Media Management • SEO • Video Editing • Content Creation • Analytics • Website Management • App Marketing • Amazon Seller Central • Flipkart Seller Hub • Graphic Design • Brand Development

Professional Experience

Team Leader & Digital Marketing Executive | GURTOY | Last 6 Months

- Managed a social media page with over 1 million followers.
- Led and coordinated a team of 7 members to achieve content and growth targets.
- Executed SEO strategies to improve search visibility and traffic.
- Performed analytics and performance tracking for digital campaigns.
- Worked on marketing and optimization for 10+ mobile applications.
- Managed and updated company websites.
- Handled Amazon and Flipkart marketplace operations, listings, and performance monitoring.

Video Editor | KANCHAZ | Dec 2025 – Present

- Managed projects and supervised workflows during film creation.
- Created seamless edits to improve overall production quality.
- Added music, dialogue, and sound effects to recorded content.

Social Media Manager | Fauji Garments | Jul 2025 – Oct 2025

- Developed engaging social media content to enhance brand visibility.
- Collaborated with design teams on campaign graphics.
- Researched market trends to improve audience targeting.

Assistant Social Media Manager | Jugni by Nekta | Feb 2025 – May 2025

- Assisted with content creation for social campaigns.
- Designed promotional materials for digital and print channels.
- Supported graphic design and visual content production.

Education

GRD Academy, Ludhiana