Sarthak Singh

Growth and Social Media Marketing

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PROFESSIONAL SUMMARY

Growth and social media marketing professional who builds brands through content, Instagram marketing, Meta Ads and customer acquisition. At Tessact.ai I brought in and handled podcast clients like Raj Shamani, Neha Nagar and IVM Podcasts, and now lead a team of 7. Founder of a D2C apparel brand that reached 300K+ organic views in 30 days.

WORK EXPERIENCE

Growth and Marketing | Tessact.ai | Bengaluru | April 2026 to Present

- Brought in podcast clients including Raj Shamani, Neha Nagar and IVM Podcasts, handled them myself, then handed them to my team
- Handled 20+ podcasters for Tessact's AI clip repurposing tool
- Lead a team of 7 and helped bring in big clients and funding for the company
- Built brand positioning, brand guidelines, go to market plan and influencer marketing plan
- Run lead generation and cold outreach by email and WhatsApp, using an AI workflow for sample clips and follow ups
- Manage Instagram for client Divinity Mall: reel scripts for brands like Westside, Zudio and Bata, captions and event posts
- Manage social media for client Soulful Smiles preschool: Hinglish reel scripts, posters and a ₹50,000 a month Meta Ads plan

Founder | Flare Wear India (D2C women's wear brand) | Bengaluru | April 2025

- Built and launched the brand from scratch; reached 300K+ organic views in 30 days through social media
- Ran Meta Ads with strong ROAS on a small budget and made all scripts, posts and captions myself
- Managed customer acquisition, orders, customer support and repeat purchases end to end

Accounting Intern | Rajasthan Antibiotic Ltd. | New Delhi | May 2024 to June 2024

- Recorded and reconciled transactions in Excel, tracked invoices, and supported financial reports and audits

Marketing Intern | Indian Biological Science and Research | Noida | May 2023 to June 2023

- Ran social media marketing campaigns, did market research, and helped plan content and promotions

EDUCATION

Bachelor of Commerce (Honours) | Christ University | Bengaluru | 2022 to 2025

Focus on marketing, finance and business strategy. Research project on how AI affects student learning and productivity.

CS Executive | Institute of Company Secretaries of India | 2022 to 2024

Completed with All India Rank 317.

SKILLS

Social Media Marketing, Instagram Marketing, Content Strategy, Content Calendar, Reel Script Writing (English, Hindi, Hinglish), Copywriting, Post and Carousel Design, Meta Ads (Facebook and Instagram Ads), Influencer Marketing, Lead Generation, Cold Outreach, Client Management, Customer Acquisition, Team Leadership, Microsoft Excel, AI Tools

CERTIFICATIONS

- Fundamentals of Digital Marketing | Google Digital Garage
- Credit Risk | TCS iON

VOLUNTEER EXPERIENCE

- Volunteer | E Cure | Bengaluru | June 2023 to July 2024: environmental awareness work
- Volunteer | Sports and Cultural Club, Sandhole | New Delhi | May 2023 to June 2023: fitness sessions for students