



TULSI SARDA

MARKETING MANAGER GROWTH STRATEGIST

Growth, strategic and results-driven Marketer with experience across high-budget campaigns, social media operations, and community funnels. Skilled in combining storytelling with performance marketing to drive organic growth, lead generation, and ROI. Proven results with a sharp focus on engagement and funnel strategy.



949-807-5220



tulsisarda.26@gmail.com



tulsi_sarda



Portfolio

SKILLS

Core Marketing Strengths

- Digital Strategy & Campaign Planning
- Social Media Strategy (IG, Meta, LinkedIn, WhatsApp, YouTube, Pinterest, X)
- Content Marketing & Visual Storytelling
- Organic Growth & Lead Funnels
- Brand Building & Voice Development
- Community Engagement & Influencer Marketing
- TTL Campaign Execution (Integrated ATL, BTL & Digital)

Performance & Growth Marketing

- Meta Ads, Google Ads, LinkedIn Ads
- Funnel Building & A/B Testing
- Conversion Optimization
- Campaign Planning & Budget Allocation
- UTM, Pixel Setup & Tracking
- Retargeting & Lookalike Audiences

Content Creation & SEO

- Scriptwriting & Copywriting
- Content Calendars & Strategy
- Basic SEO Optimization
- Blog Writing & Newsletters
- Video Content Planning
- Creative Direction for Visuals

EXPERIENCE

Marketing Manager

Nourish With Sim, Bengaluru

Mar 2025 - June 2025

- Scaled WhatsApp community by 3x in just 2 weeks.
- Created a high-converting funnel driving 300+ leads organically, leading to 40+ paid client conversions for premium programs
- Handled and built Social Media Accounts for Nourish With Sim and Simrun Chopra.
- **Brought in ₹15L+ revenue organically via community funnel**
- Led brand collaboration outreach as chief spokesperson and structured alliance marketing strategy.

(Lead Generation, Community Marketing, Alliance Strategy, SEO Content, IG Growth Strategy)

Digital Brand Executive

Stirred Creative, Bengaluru

Jan 2023 - May 2024

- Managed high-budget ad campaigns on Meta and Google, increasing event footfalls by 40% and driving brand visibility through targeted strategies
- Executed campaigns for a luxury travel brand, **generating 3,000+ leads with a 3.48% conversion rate and achieving a 2.4 ROAS**
- Implemented ASO strategies for Google PlayStore, using keyword optimization and A/B testing to increase downloads by 20%

(Paid Ads Management, High Budget Planning, Strategy Analysis, Event Promotions, Performance Report)

Social Media Strategist

Technoville Consultants, Ahmedabad

Apr 2022 - Dec 2022

- Developed a detailed content calendar covering social media posts and campaigns for varied clients
- Executed a paid Instagram campaign, increasing page visits by 35% and optimizing engagement rates by 15%
- Designed a customer-centric brochures and pamphlets
- Managed entire digital marketing for UK based Accounting firm

(Client Onboarding, Curating Content Strategies, Content Planning, Competitor Analysis, Offline Marketing, Reporting)

SKILLS

Tools & Platforms

- Meta Business Suite, Google Ads, LinkedIn Campaign Manager
- CapCut, Canva, Adobe Marketing Cloud, AirTable, ManyChat
- Mailchimp, Beehiiv, Notion, Trello, WhatsApp Business
- Google Analytics, Search Console
- Buffer, Later (Scheduling Tools)
- Shopify Basics

Soft Skills

- Strategic Thinking & Execution
- Team Leadership & Cross-Function Coordination
- Adaptability in High-Paced Environments
- Strong Communication & Storytelling
- Task Prioritization & Time Management

Event & People Skills

- Alliance & Brand Partnership Strategy
- Cross-cultural Hosting & Communication
- Client Handling & Guest Experience

ADDITIONAL EXPERIENCE

Instagram Specialist

June 2024 – Jan 2025

- Managed and led Instagram marketing for 2 small businesses and 1 influencer, focusing on growth strategies, lead generation, and collaboration outreach.

Freelance Content Writer

Mar 2023 – July 2023

- Authored and edited 25 SEO-Optimized blogs targeting US-based young adults

Social Media Manager

Mar 2020 – Mar 2022

- Managed GLS FOBA institute's website and social media accounts to engage students and faculty
- Developed content calendars and strategies to improve online presence and increase social media engagement

EDUCATION

Bachelor's of Business Administration

GLS University, Ahmedabad

Jun 2019 – Mar 2022

- Major in Marketing and Minor in Entrepreneurship
- Result: 83%
- Facilitated and supervised managerial and non-managerial events

HSC, Commerce with Mathematics

Vikaasa School, Madurai

Jun 2017 – May 2019

- Result: 87.60
- Runner's in Basketball Match of School Sports Fest

CERTIFICATIONS & COURSES

Growth School:

- LinkedIn Workshop

Udemy:

- [Digital Marketing Course 2025: Be a Digital Marketing Nomad](#)
- [Ultimate Content Writing Masterclass: 30 Courses in 1](#)
- [Business Analytics Fundamentals – IIBA Endorsed](#)

Google Skillshop:

- [Google Ads Search Certification](#)
- [Google Ads Display Certification](#)