

# Megha Upadhyay

Social Media & Brand Manager | Video Content Producer

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## PROFESSIONAL SUMMARY

Social Media, Brand & Video Content professional with **8+ years** of experience building brand presence from the ground up — spanning founder communications, pre-launch brand strategy, enterprise-scale video production, and paid performance marketing. Proven record of scaling social channels from zero to tens of thousands of followers, producing **300+ videos** across FMCG, fintech, industrial and media brands, and coaching first-time on-camera leaders into confident storytellers.

## CORE SKILLS

- ▶ Social Media Strategy & Growth
- ▶ Creative Briefing – Design & Video Teams
- ▶ Content Calendar & Community Management
- ▶ Social Listening & Competitor Monitoring
- ▶ Performance Marketing
- ▶ Freelancer & Vendor Management
- ▶ Brand Storytelling & Founder Communications
- ▶ Video Content Production & Direction
- ▶ Online Reputation Management (ORM)
- ▶ Social Media Analytics & Reporting
- ▶ Cross-Functional & Team Collaboration

## WORK EXPERIENCE

### Brand Manager & Social Media Consultant (Contract) — Pop'd Foods

Jan 2026 – Jul 2026

Remote / on-site shoots

- Engaged directly by the Founder & CEO on a monthly retainer to build the brand's pre-launch strategy from scratch across Instagram, LinkedIn, Facebook and YouTube; took channels from zero to **~30K accounts reached** and reels to **~2K views/post** in month one, with several posts going organically viral.
- Owned end-to-end content strategy — pillars, campaigns, calendars, scripts and captions — independently producing **30+ posts/month**; directed video editing and design briefs and managed community responses.
- Personally **shot and directed all founder-facing video** using own equipment (lights, iPhone, teleprompter, tripod, mics), coaching the founder on on-camera delivery, tone and pacing.
- Led **competitor research** (Super You, TAALI Foods, Troovy Foods) and **product positioning** around "better-for-you", high-protein, millet/jowar snacking; delivered monthly performance reporting.
- Coordinated cross-functionally with **branding, packaging, performance marketing, website and PR/influencer agencies**; helped establish the brand's tone of voice and visual identity, completing the engagement in July 2026 ahead of a planned full-time hire.

### Senior Executive – Digital Marketing — Gainwell Commosales Pvt. Ltd.

Oct 2024 – Oct 2025

Greater Noida & Kolkata

- Owned digital marketing and video strategy across **5 Gainwell Group brands** simultaneously — Gainwell CAT, TIL Limited, Gainwell Trucking (BharatBenz), Gainwell Engineering and Lintec & Linnhoff — managing Instagram, LinkedIn, YouTube, Facebook and Twitter for each.
- Built monthly content calendars and produced **20–25 posts/videos per month** across brands, writing captions, scripts, concepts, interview questions and design briefs; shot and edited in-house, scaling with agencies and freelancers for larger campaigns and traveling for shoots to Pune, Mumbai, Kolkata, Jharkhand and Bihar.
- Led the **Gainwell CAT Global Operator Challenge**, a 3-episode reality-show-style series across three cities modeled on formats like Roadies/India's Got Talent, owning the shoot plan, contestant interviews and storyboards and directing the agency-led edit.
- Sole point of contact for daily social and video content across all 5 brands at **Bauma ConExpo 2024**, building a multi-month pipeline of leadership interviews, employee stories, testimonials and product demos.
- Planned and monitored paid campaigns (Meta, LinkedIn Ads) across all 5 brands at **~₹2L/month** combined; personally managed **~₹80K/month** for Gainwell CAT generating **1,400–1,500 leads/month**, tracking reach, engagement, CPL and follower growth and authoring monthly reports for leadership.
- Coached camera-shy senior leaders into confident on-camera presenters; coordinated with global CAT teams, dealerships, sales and agencies, managing freelancers and designers.

## Video Producer & Social Media Manager — Grip Invest

Jan 2022 – Sep 2024

Gurugram (Hybrid)

- Built and owned the video and social content strategy from scratch across YouTube, Instagram, LinkedIn, X and Facebook, producing **200+ videos** — finance explainers, YouTube shows, webinars, podcasts, reels, founder videos, product explainers and customer stories.
- Personally ran the full production pipeline (research, scripting, hosting, shooting, basic editing, thumbnails, uploading, SEO and analytics) at **4–5 videos/week**, partnering with design/editing teams for advanced post-production.
- Grew YouTube independently from **0 to 10K+ subscribers** and **~30K weekly organic views**; created and hosted "The Inquisitive Investor" podcast (10–15 top investors) and launched the "Vox Pop" and "Cut the Noise" series.
- Managed content calendar and community engagement; collaborated with finance experts, founders, legal/compliance and performance marketing teams, tracking performance via **YouTube Studio, SEMrush, Meltwater and Zoho**, and monitoring sentiment to flag risks early.
- Managed junior team members, interns and freelance editors/designers, becoming the recognized on-camera face of the brand; received internal **"Tareef" recognition 4 times** for leading the Bonds campaign and pioneering the Vox Pop series.

## Multimedia Producer & Anchor — Asiaville

Feb 2021 – Jan 2022

Noida (Hybrid)

- Produced and anchored **2–3 bilingual (Hindi & English)** video segments/week across social, political, lifestyle and entertainment beats for YouTube and Facebook, owning research, scripting, anchoring, shooting, editing and publishing end-to-end.
- Created a recurring **satirical parody news segment** (Kangana Ranaut-style) commenting on trending topics — the show's best-performing format; covered breaking news under tight deadlines, including on-ground coverage of the **Farmers' Protest** with vox-pop interviews.
- Collaborated with reporters, editors, designers and the production team, edited in Adobe Premiere Pro, and contributed original story ideas to the editorial strategy.

## Radio Jockey & Producer — Radio Rhythm

Oct 2018 – Dec 2020

Remote (India-based team, Australian audience)

- Hosted and produced **6 live radio shows/week** (up to 6 hours each) for the Indian diaspora in Australia — covering Bollywood, Australian politics and current events — live with no post-production safety net; independently researched topics, wrote scripts, selected music and conducted listener/community interviews.
- Managed the station's social media with real-time updates on **Australian events, handled listener calls and on-air contests**, and trained and mentored incoming RJs.

## Radio Jockey & Producer — Radio Umang

Jan 2018 – Sep 2018

- Promoted from **intern to full-time Radio Jockey & Producer**; hosted and produced 3–4 recurring shows built around the spiritual/motivational teachings of Mr. Prem Rawat, plus Bollywood countdown shows, sourcing content through street-level vox-pop interviews.
- Managed social media, graphic design and video editing for the station's digital presence.

## Radio Jockey & Producer (Part-Time) — Sanjha Radio 90.8 FM

Nov 2014 – Aug 2017

Yamunanagar, Haryana

- Hosted and produced live radio shows end-to-end alongside college studies — writing scripts, selecting music and managing music programming, presenting in Hindi and English — while conducting **listener interviews** and **delivering voiceovers and dubbing** for station programming.

## TOOLS & TECHNICAL SKILLS

**Video & Design:** Adobe Premiere Pro, Photoshop, After Effects, Audition, Canva, Filmora, InShot, VN, Nuendo, Audacity, VEED

**Social & Publishing:** Meta Business Suite, Hootsuite, Buffer, Sprout Social

**Paid & Analytics:** Meta Ads Manager, LinkedIn Campaign Manager, Google Ads, GA4, Search Console, YouTube Studio, Semrush, Meltwater

**AI Tools:** ChatGPT, Claude, Gemini, DeepSeek, Canva AI, Vizard, OpusClip

**Collaboration & CMS:** Google Workspace, Slack, Asana, Jira, Zoho, WordPress, Mailchimp, Moengage

## EDUCATION

**B.Com (Hons), Marketing** — DAV College for Girls, Kurukshetra University, Yamunanagar, Haryana

2015–2018

**12th, Senior Secondary Education** — Sanatan Dharam Public School, Yamunanagar, Haryana

2015