



RAUNAQ SINGH

DIGITAL MEDIA HEAD

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Results-driven Digital Marketing Manager skilled in brand management, content creation, and SEO/SEM. Experienced in growing social media presence, driving organic traffic, and improving digital engagement. Focused on using creative strategies to build and scale strong, impactful brands.

AREA OF EXPERTISE

Adobe Creative Suite
Visual Design

Copy/Script writing
Figma UI Design

CRM
SEO

PROFESSIONAL EXPERIENCE

Digital Media Head, Rajiv Makhni Global Media I Gurgaon, Haryana **May 2025 - Present**

- Grew Instagram following from 1.2M to 2M in just 9 months by driving trend research, crafting engaging scripts, and redesigning the brand's visual identity using Adobe Suite.
- Currently leading the creative team for an upcoming YouTube channel launch.

Social Media Manager, Marvelous & Co I Paris, France **August 2022 - 2024**

- Social Media Designer managing content and ads for 25K+ Instagram followers.
- Created brand identities for multiple restaurants using Adobe Illustrator, Photoshop, and Figma.

Brand Management Trainee, LIU LISI Paris I Paris, France **March 2020 - 2022**

- Increased Pinterest traffic by 30% through improved visuals and SEO optimization.
 - Supervised an intern and boosted team productivity by 15% using tools like Notion and Trello.
- Expanded brand reach across Instagram, Twitter, and Facebook, growing the audience to over 1,000 followers.

In-House Marketing & Sales Rep, GAP I Paris, France **March 2020 - 2022**

- Managed client service, cash register operations, and in-store support.
- Designed promotional graphics and revamped the brand's mobile app using Figma and Framer, increasing new user sign-ups by 50%.

EDUCATION

MBA Marketing & Brand Management **May 2020 - Feb 2021**

INSEEC Grande Ecole

- Major in Brand Management as a whole, including E-Commerce platforms
- Final internship under a luxury brand.

MBA Luxury Brand Management **Feb 2019 - March 2020**

INSEEC Grande Ecole

- Minor in Luxury Branding and Ad Creative Semantics
- Final project on a working brand website as a pitch

ADDITIONAL INFORMATION

- Languages:** English, French, Hindi, Punjabi