ANJUL AGGARWAL

Content Marketing Manager · Strategy, Social & Brand Storytelling — Delhi NCR, India

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PROFILE

Content marketer with **2.5+ years in finance EdTech** (promoted to Marketing Manager in 18 months) and 3 years running an economics YouTube channel. Lead a **10-member content team** reporting to the CEO, with work across video, social, podcasts and webinars that delivered **8.66M monthly Instagram reach**, **2.7M+ YouTube views** and **400+ applications for a 200-seat cohort**.

EXPERIENCE

Marketing & Support Manager (Content Lead) — **May 2026 – Present**

Sanjay Saraf Educational Institute (SSEI), Delhi

- Led a **10-member content team** reporting to the CEO; owned the content calendar across YouTube, Instagram, LinkedIn and podcast, and an **INR 70K–1.5L** monthly budget.
- Filled a 200-seat bootcamp **2x over (400+ applications)** via a **150K+ view** pre-launch video.
- Scaled Instagram to **8.66M average monthly reach** and **40.4K followers** (+8.2% in 3 months).
- Launched a finance-leaders podcast: **4 episodes in 2 months**, debut episode **110K+ views**.
- Hosted and co-hosted **10+ webinars** (30–40% show-up) with Gaurav Gill, Swati Ganeti and CFA Institute India.
- Ran zero-spend influencer, scholarship and Equity Research campaigns with students from IIMs and top B-schools; built landing pages with Claude Code.

Quintedge, Finance EdTech, Delhi — **Apr 2024 – Apr 2026**

Marketing Manager (Promoted) — Sep 2025 – Apr 2026

- Owned organic content, social and email as monthly revenue grew **INR 40–70L to 1Cr+** (excl. paid media).
- Grew YouTube to **2.7M+ views** and **15M+ impressions**; Instagram to **300K monthly reach**.
- Hit **40–50% email open rates**; ran a 2-day Investment Banking Bootcamp for 40+ attendees.

Content & Strategy Analyst — Apr 2024 – Sep 2025

- Ghostwrote LinkedIn posts for **10+ faculty and founders**; impressions up **500%**.
- Built SEO keyword strategy from **50+ competitor audits** (SEMrush, GA4).

Email Marketing Consultant (Freelance) — **2024**

Sizzling Krissy's, Canada (Remote)

- Built a multi-step B2B event outreach sequence with a **100/100 deliverability score**.

Co-Founder & Content Manager — **May 2021 – Jul 2024**

SARV, Economics YouTube Channel

- Scripted, presented and edited **1,300+ videos**; grew the channel to **2.36K subscribers**.

SKILLS & TOOLS

Skills Content Strategy, Brand Storytelling, Copywriting & Scripting, Social Media Strategy, SEO, Thought Leadership, Influencer Marketing, Demand Generation, Email, Team Leadership

Tools GA4, Search Console, SEMrush, WordPress, YouTube Studio, Meta Ads Manager, LeadSquared, Brevo, WATI, Canva, ClickUp, Notion, ChatGPT, Claude Code, HeyGen, ElevenLabs

EDUCATION & CERTIFICATIONS

M.A. Economics (Pursuing) — **2025 – 2027**

Indira Gandhi National Open University (IGNOU)

B.A. Economics & HRM — **2021 – 2024**

Zakir Husain Delhi College, University of Delhi

Certifications HubSpot Content Marketing, LinkedIn Essentials (IIDE) | **Languages** English, Hindi, Punjabi