Sourav Chhabra

Digital Marketing Specialist | Social Media, Paid Ads & Content Strategy Expert

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Professional summary

Creative and results-driven Marketing & Office Administration professional with 4+ years of experience in digital marketing, social media management, content creation, customer service, and office administration. Proven success in running Meta and Google ad campaigns, growing brand presence across social platforms, and delivering engaging campaigns that drive revenue. Skilled in guest relations, on-site customer service, and administrative support. Passionate about creating memorable experiences and community engagement.

Personal Details

Total years of experience: 4

Work Experience

Social Media & Digital Marketing Specialist

R.S Real Estate | Chandigarh, Chandigarh

January 2025 to November 2025

- Managed multi-platform social media accounts with a total audience of 25,000+ followers.
- Created and maintained weekly content calendars with 40+ posts/month, improving engagement by 35%.
- Designed graphics and short-form videos, generating 100K+ impressions per month.
- Ran Meta Ads campaigns with $15,000 ad spend, achieving 18% conversion rates and $8,000 in attributed revenue.
- Monitored analytics and adjusted strategies to improve click-through rates by 12%.

Marketing & Sales Support Associate

Amali Bar & Restaurant | Chandigarh, Chandigarh

October 2024 to September 2025

- Assisted 200+ customers monthly in person and online, improving service satisfaction by 30%.
- Managed 150+ orders and documentation per month.
- Supported marketing campaigns that increased sales by 15% YoY.

Customer Service & Guest Relations Associate

Rockstone Wall Cladding | Chandigarh, Chandigarh

September 2024 to May 2025

- Provided service to 500+ guests per year during events and general admissions.
- Handled 300+ booking inquiries and reservations with 99% accuracy.
- Collected 100+ guest testimonials/photos for social media content.

Digital Content Strategist
The Vivah Production | Chandigarh, Chandigarh
April 2019 to March 2024

• Built content strategies resulting in 500,000+ YouTube views and 10,000+ subscribers.
• Executed 50+ social media posts/month, driving a 40% engagement increase and 25% follower growth.
• Ran Facebook Ad campaigns achieving 65% lead conversion rate with $12,000 ad spend.
• Maintained consistent brand image across multiple platforms.

Education

Bachelors of Arts (Bachelor's degree)
University of the fraser valley | Abbotsford, BC
September 2022 to Present

• Dean’s List – Winter 2024
• GPA: 3.66

Creative arts (Higher Secondary(12th Pass))
SD PUBLIC SCHOOL | Chandigarh, Chandigarh
May 2018 to April 2020

ADVANCE MULTIMEDIA GRAPHICS (Diploma)
MAYA ACADEMY OF ADVANCE CINEMATICS | Chandigarh, Chandigarh
April 2018 to November 2019

Skills / IT Skills

Editing **Photoshop** **Content creation** **Photography** **Copywriting & Brand Voice Development** **Adobe Illustrator** **Search Engine Optimization (SEO)** **Digital Marketing** **Social Media Management** **Video Editing** **Google Analytics** **SEO Tools** **Marketing Analytics & SEO** **WordPress** **Graphics Design**

Languages

Hindi - Native
French - Beginner
English - Fluent
Punjabi - Fluent

Online Profile

https://www.behance.net/souravchhabra1

https://souravchhabra.com

https://youtu.be/YKdQT3C-6eA

Certifications and Licenses

Digital Marketing
February 2021 to Present

THE FUNDAMENTALS OF DIGITAL MARKETING FROM GOOGLE

Semrush Academy Certificate
December 2020 to Present

Google Ads Certification
December 2019 to Present

The Fundamental of Digital Marketing
September 2019 to Present

ADVANCE VISUAL F-X
August 2019 to Present

This certification is done from a reputed institute in Chandigarh named MAAC. This certification portrays my skills in visual fx industry as well as in advance multimedia graphics

Semrush Seo Toolkit Exam
February 2021 to February 2022

Additional Information

• Grew social media audience organically: Pinterest pages with 5,000+ followers and 200,000 monthly reach.

• Increased ad campaign ROI by 20% through data-driven optimization.

• Developed and executed engaging content strategies across multiple industries, generating 1M+ views across digital platforms.