

Harsh Limbachiya

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PROFESSIONAL SUMMARY

Results-driven Social Media Manager with over 1 year of experience, working with startups and founder-led brands. Built social accounts from the ground up, managed content across 5+ platforms simultaneously, scaled a CEO's personal brand 10× to 1,000+ followers, and drove 340K+ organic impressions all without paid spend. Known for being organised, adaptable, and detail-oriented across multiple platforms and projects. Currently pursuing an MSc in Digital Marketing at Oxford Brookes University.

AREAS OF EXPERTISE

Platforms: X (Twitter), LinkedIn, Instagram, YouTube, Facebook, WordPress

Strategy: Brand Management, Social Media Strategy, Content Strategy, Thought Leadership

Campaigns: Email Marketing, Marketing Automation, Newsletter Strategy, Audience Growth

Analytics: Ubersuggest, Performance Reporting, Engagement Optimisation, Google Analytics

Tools: Beehiiv, Substack, Buffer, Semrush, Canva, Adobe Suite

PROFESSIONAL EXPERIENCE

Social Media Manager | Apr 2025 to Sep 2025 | Bros Labs | Ahmedabad, India

- Independently scaled CEO's personal brand on X (@msmlone) from 100 to 1,000+ followers in 6 months, establishing thought leadership in the industry.
- Produced 250+ posts achieving viral reach of 340K+ and 85K+ impressions on top-performing content, consistently optimising for engagement and reach.
- Meticulously planned, drafted, and deployed end-to-end email marketing campaigns on Beehiiv, increasing site traffic and subscriber engagement through data-driven newsletter strategies.

Social Media Manager | Oct 2024 to Apr 2025 | POSIMYTH Innovations | Ahmedabad, India

- Created and scheduled content across all four platforms, maintaining a consistent posting calendar.
- Quickly and independently picked up WordPress and several marketing automation tools within the first month, reducing content turnaround time.
- Proactively shifted content KPIs from vanity metrics (likes) to meaningful engagement signals (clicks, shares, saves), reframing how the team measured performance.

Social Media Business Strategist (Internship) | Jun 2024 to Sep 2024 | HMS Consultants | Vadodara, India

- Set up YouTube, Instagram, LinkedIn, Facebook, and Medium accounts, growing YouTube to 1,000+ subscribers.
- YouTube Shorts hit 100K+ views; long-form videos reached 50K+ views.
- Methodically managed both brand positioning and brand voice simultaneously across all channels.

EDUCATION

MSc Digital Marketing | Oxford Brookes University | Sep 2025 to Sep 2026 | Oxford, UK

BSc Business Administration (Hons) | ITM (SLS) Baroda University | Sep 2021 to May 2024 | Gujarat, India

CERTIFICATIONS

- CIM (Chartered Institute of Marketing) Marketing Club Member
- Digital Marketing Professional Certificate [DMPC™] by [CertiProf](#)
- How To Plan a Magnetic Content Strategy Using Semrush by [Semrush Academy](#)
- Copy Writing & Content Marketing by [Masters Academy](#)