

PORTFOLIO.

EKTA KANOJIA

Social Media Marketing |
Freelancer



About Me

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I'm Ekta Kanojia, a dedicated Social Media Marketing Professional with over **3 years of experience working both as a freelancer and with established companies.**

I've helped **Independent Professionals, Startups, and Small Businesses Grow Their Digital Presence** through customized strategies that increase engagement, strengthen brand identity, and drive meaningful organic growth. With hands-on experience in agency and corporate settings,

I bring a balanced approach that combines creative storytelling, trend-driven content, and data-backed strategy. Whether it's content planning, graphic design, or running targeted ad campaigns, **I help brands connect with the right audience and deliver measurable results.**

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Education

- **Post-Graduation:** MCA (IT) – Lovely Professional University, Jalandhar (2015).
- **Graduation:** B.A. (Bachelor of Arts) – Guru Nanak Dev University, Amritsar (2008–2010).
- **High School:** 12th (PSEB) – Punjab School Education Board (2007).



Skills

- Social Media Management
- Content Creation (Graphic Design, Copywriting, Video Editing)
- Social Media Strategy and Planning
- Audience Engagement and Growth
- Paid Advertising Campaigns
- Analytics and Performance Reporting
- SEO and Hashtag Research
- Influencer Outreach and Collaboration

Services Offered

- **Social Media Management:** Comprehensive management of social media platforms, including content scheduling, audience engagement, and account growth.
- **Content Creation:** Crafting high-quality visual and written content aligned with your brand's tone, including graphics, videos, and social posts designed to engage your target audience.
- **Strategy Development:** Custom social media strategies tailored to your business goals, incorporating audience analysis, competitor insights, and long-term growth planning.
- **Analytics & Reporting:** Detailed performance reports tracking engagement, growth, and ROI, allowing for continual optimization of your social media efforts.

Work Experience

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Client: Harpreet Singh

Industry: Immigration (Singh Foundation)

Services Provided:

- Social Media Management
- Content Creation (Graphics & Videos)
- Video Editing
- Online Advertising (Google Ads, Meta Ads & YouTube Ads)
- SEO (Search Engine Optimization)

Project Duration: February 2023 – August 2024

Social Media Link: <https://www.instagram.com/singh.foundation/>

Results:

- ◆ Social Media Management: Led to 40% follower growth by maintaining consistency and optimizing platform strategies.
- ◆ Content Creation (Graphics & Videos): Drove a 25% increase in engagement through eye-catching, valuable posts and reels.
- ◆ Video Editing: Improved viewer retention and supported higher engagement and conversions.
- ◆ Online Advertising (Google, Meta & YouTube Ads): Generated a 15% boost in online sales through targeted, high-performing ad campaigns.
- ◆ SEO: Enhanced organic visibility, contributing to long-term traffic and engagement growth.



Client Testimonials

Ekta truly transformed our social media presence! The growth in followers and engagement went beyond our expectations, and we saw a direct boost in sales. We're so grateful for their expertise and hard work!

Work Experience

PORTFOLIO.

Client: Sukhjinder Singh (Study Abroad)

Industry: Immigration

Services Provided:

- Social Media Management & Strategy
- Content Creation (Graphics & Videos)

Project Duration: October 2024 – Aug 2025

SocialMediaLink:

https://www.instagram.com/crosslink_immigration_faridkot/

Results Achieved:

- 📈 60% growth in social media followers within just 5 months through consistent content and targeted strategy.
- 🌐 20% increase in website traffic driven by engaging content and strong social-to-website funnels.



Testimonial:

Thanks to Ekta's efforts, our online presence has grown stronger and is now bringing real student leads. She really understands how to connect with our audience. – Sukhjinder Singh

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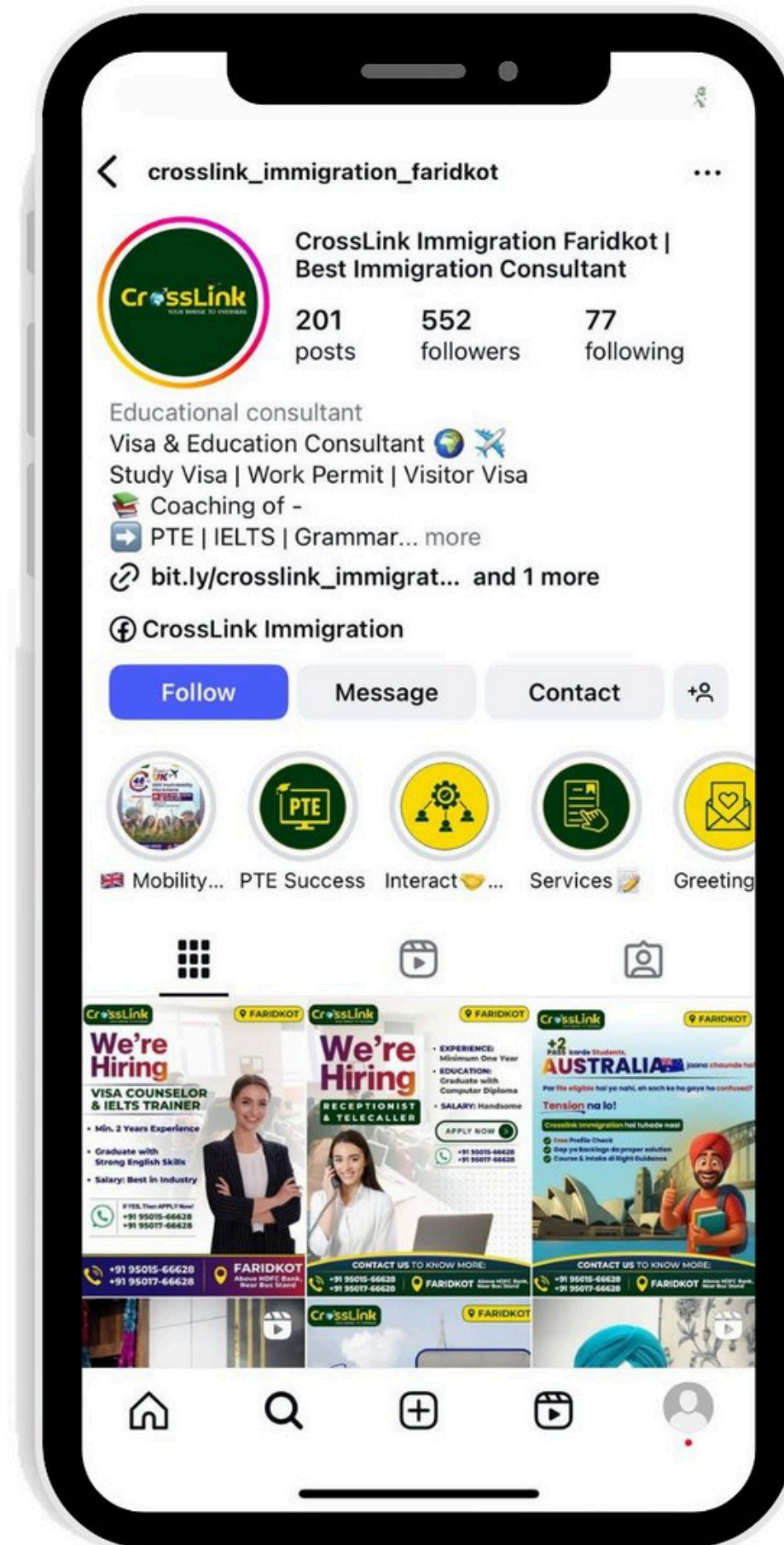
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Work Experience

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Client: Rijul Bajaj

Industry: SNTC Rice Sourcing



Services Provided:

- Social Media Management & Strategy
- Content Creation (Graphics & Videos)
- Analytics Reporting

Project Duration: October 2024 – Aug 2025

Social Media Link: <https://www.instagram.com/sntcgroup/>

Results Achieved:

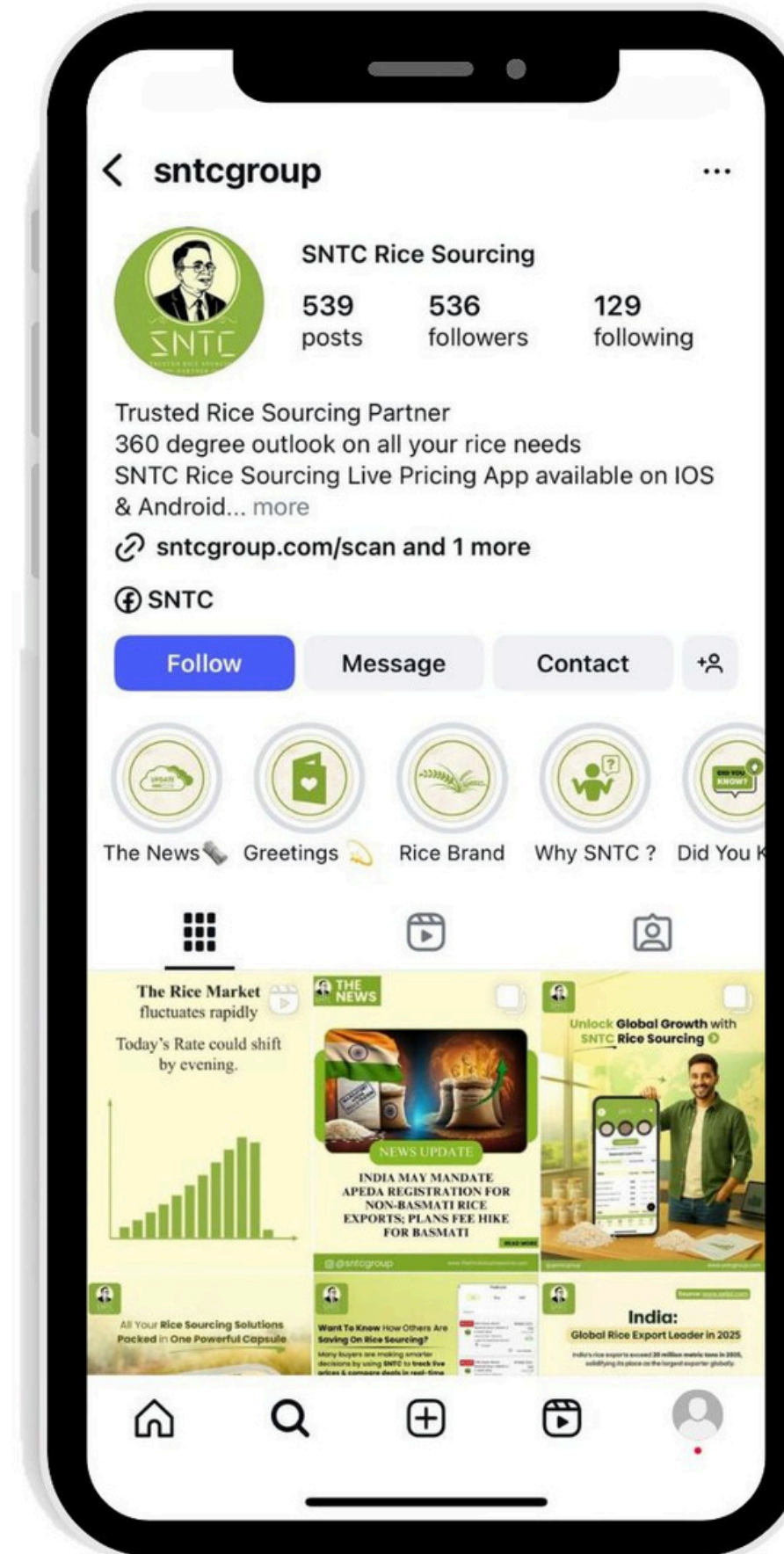
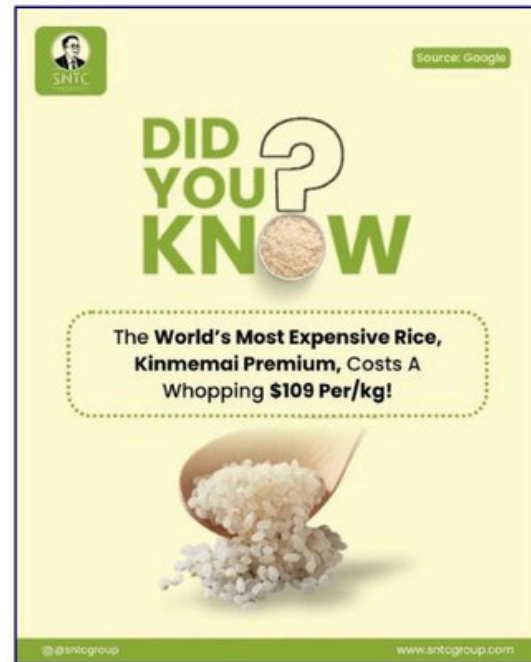
-  Doubled social media engagement rates through strategic, relevant content.
-  30% increase in business inquiries, driven by improved online visibility and consistent brand messaging.



Testimonial:

Ekta Kanojia helped us double our social media engagement in just a few months. The content was exactly what we needed, and her strategy was spot on.

SOCIAL MEDIA MARKETING + PROFILE MANAGEMENT



Work Experience

PORTFOLIO.

Client: Brigadier Dr. Rajnish Talwar | Cancer Surgeon

Industry: Cancer Surgeon

Services Provided:

- Social Media Management & Strategy Development
- Content Creation (Graphics & Videos)
- Analytics Reporting

Project Duration: November 2024– Aug 2025

SocialMediaLink: <https://www.instagram.com/cancersurgeonindia/>

Results:

- 📈 35% increase in social media connections through consistent, value-driven content
- 💬 30% boost in post engagement with educational and audience-focused visuals



Testimonial

Ekta Kanojia brought clarity and creativity to my social media strategy. With her support, my professional presence has grown steadily, helping me connect with more patients and spread awareness about cancer care in an impactful way.

Work Experience

PORTFOLIO.

Client: Tara Singh

Industry: Health/beauty / Ancient Beauty Center in Batala

Services Provided:

- Social Media Management & Strategy Development
- Content Creation (Graphics & Videos)
- Analytics Reporting

Project Duration: January 2024 – March 2025

SocialMedia Link: <https://www.instagram.com/ancientbeautycentre/>

Results:

- 📈 35% increase in social media connections through targeted, engaging content
- 💬 30% improvement in post engagement with appealing and informative visuals



Client Testimonial

Ekta Kanojia transformed our social media presence with fresh ideas and a structured approach. Our brand visibility has grown significantly, and the engagement from our audience is at an all-time high, helping us connect better with our clients.

Work Experience

PORTFOLIO.

Client: Pawan

Industry: PARI SOAP MILLS

Services Provided:

- Social Media Management & Strategy Development
- Content Creation (Graphics & Videos)
- Analytics Reporting

Project Duration: November 2024 – Aug 2025

Social Media Link: <https://www.instagram.com/parisoapmills/>

Results:

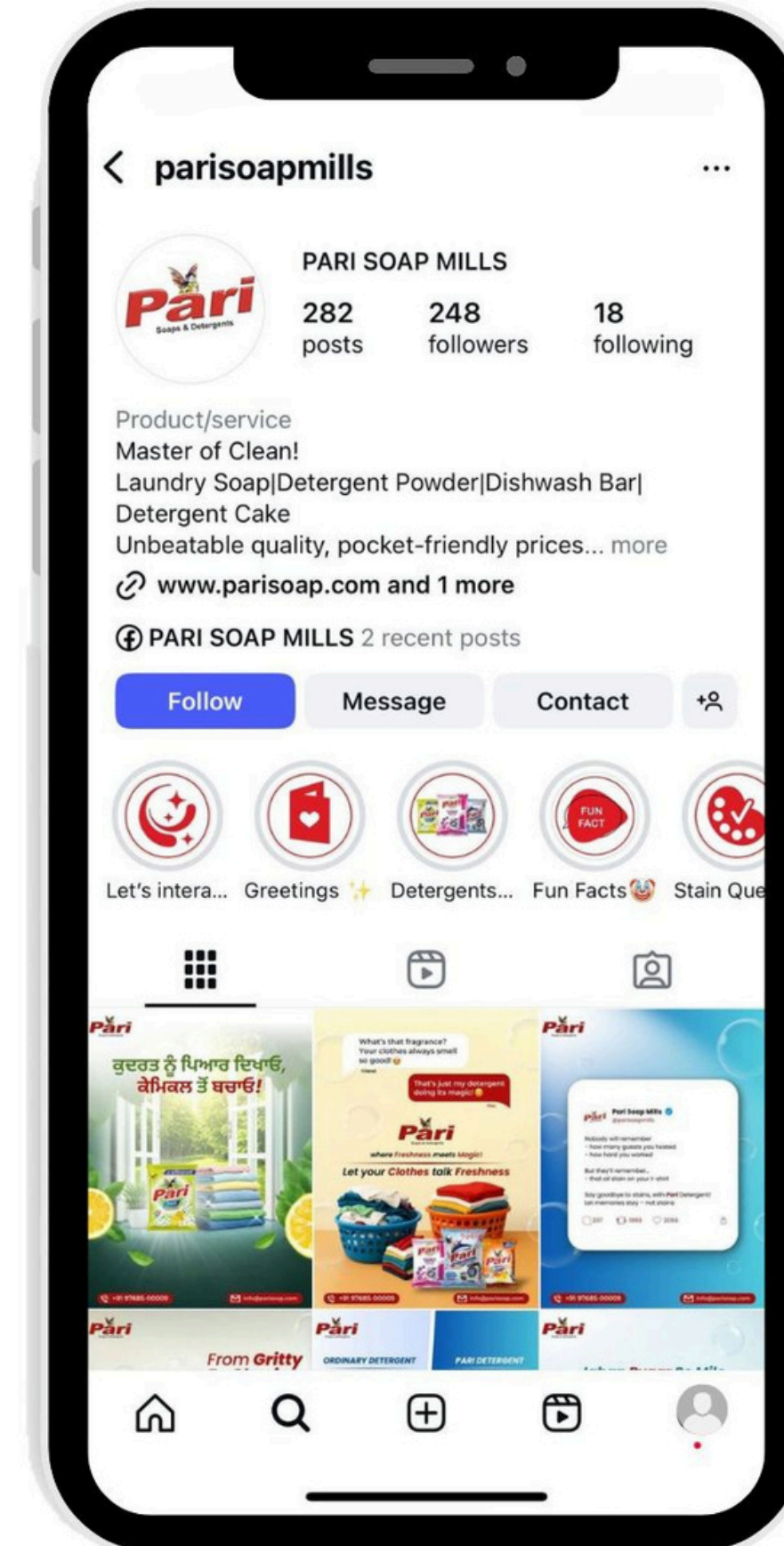
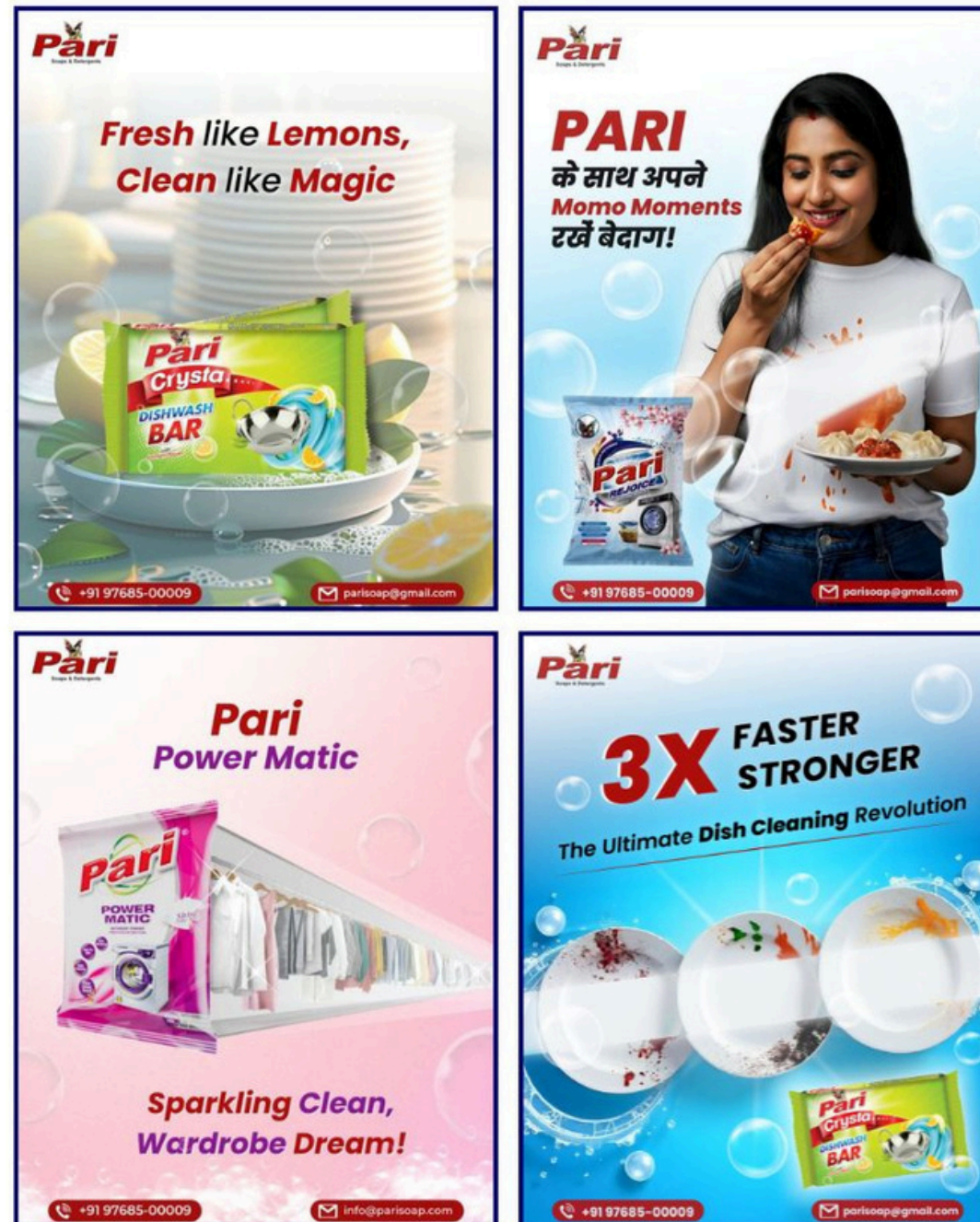
- 📈 35% increase in social media connections through strategic content
- 💬 30% improvement in post engagement with visually appealing and informative posts



Client Testimonials

Ekta Kanojia has taken our social media strategy to the next level. Her creative insights and structured approach have led to improved brand engagement and visibility.

SOCIAL MEDIA MARKETING + PROFILE MANAGEMENT



Work Experience

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Client: Kamal Kohli

Industry: Hospitality (Hotel – Best Western Plus Revanta, McLeodganj, Dharamshala)

Services Provided:

- Social Media Management & Strategy Development
- Content Creation (Graphics & Videos)
- Analytics Reporting

Project Duration: April 2025– June 2025

Social Media Link: <https://www.instagram.com/bwplusrevanta/>

Results:

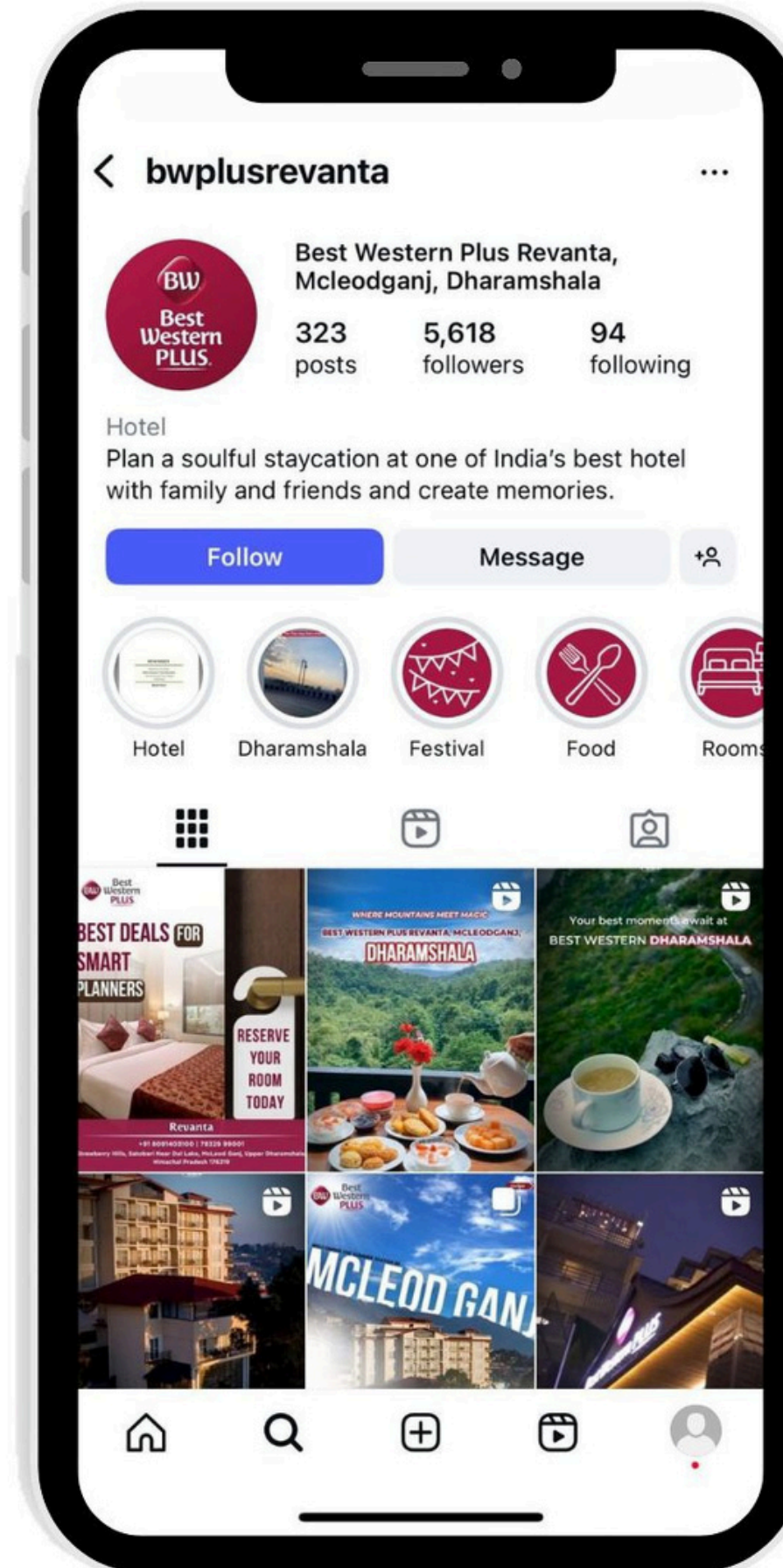
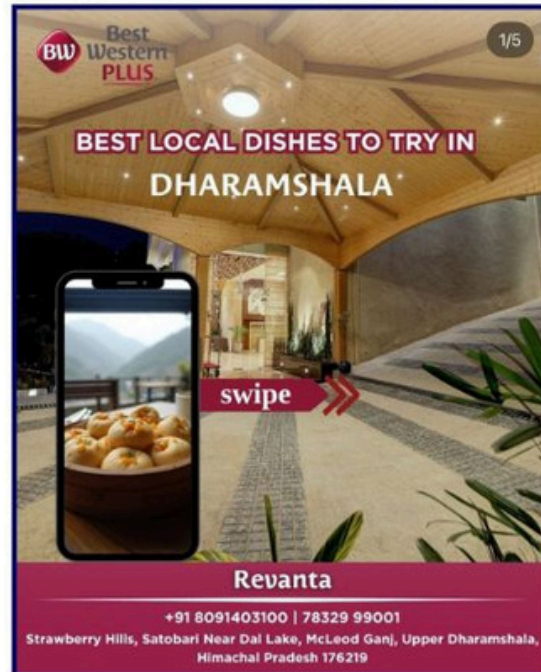
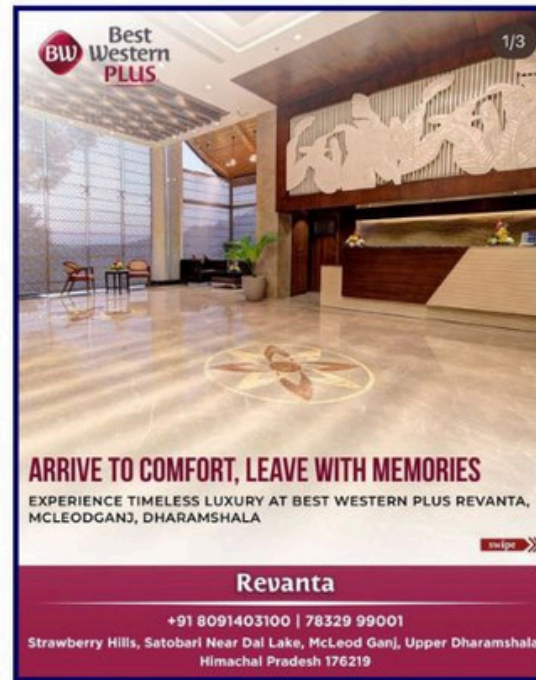
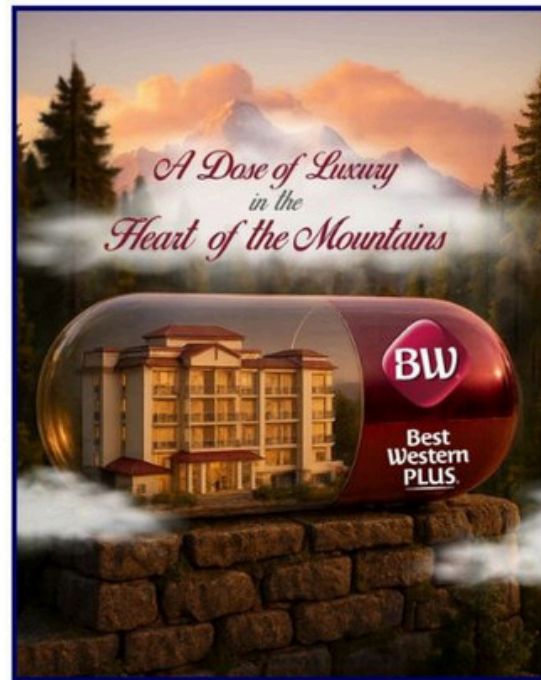
- 📈 Achieved a 35% increase in social media connections through travel-focused and aesthetic content
- 💬 Boosted post engagement by 30% with visually appealing creatives, seasonal promotions, and targeted campaigns



Client Testimonials

Ekta kanojia brought fresh ideas and a structured approach to my social media strategy. My brand presence has grown immensely, and my audience is more engaged than ever.

SOCIAL MEDIA MARKETING + PROFILE MANAGEMENT



Work Experience

PORTFOLIO.

Client: Pankesh Rampal

Industry: Laundry & Dry-Cleaning (Clean Fold – No.1 Dry-Cleaning Services in Amritsar 📍)

Services Provided:

- Social Media Management & Strategy Development
- Content Creation (Graphics & Videos)
- Analytics Reporting

Project Duration: December 2024 – January 2025

Social Media Link:

Results:

📈 35% growth in social media following through service-focused and community-driven content

📊 30% improvement in engagement with creative reels, before-after visuals, and festival promotions



Client Testimonial

Ekta Kanojia brought fresh creativity and clear direction to our social media. The visuals truly captured our services, and the results spoke for themselves—more reach, better engagement, and happy returning customers!

Work Experience

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Client: Rajan

Industry: Edu Pedia Overseas | Study MBBS Abroad

Role: Educational Consultant

Services Provided:

- Social Media Management & Strategy Development
- Content Creation (Graphics & Videos)
- Analytics Reporting

Project Duration: October 2024 – December 2024

Social Media Link: [Instagram.com/edupediaoverseas](https://www.instagram.com/edupediaoverseas)

Results Achieved:

- 📈 35% increase in social media connections through strategic posting and consistent audience targeting.
- 💬 30% improvement in post engagement, helping boost visibility, trust, and student inquiries.



Testimonial:

Working with Ekta has been a great experience. Our brand looks more professional, and the engagement from students has grown significantly. Her strategic approach really worked for us! – Rajan

Why Choose Me?

- **Proven Expertise:** With 3 years of experience, I've helped businesses across various industries build strong social media presences and achieve measurable results.
- **Personalized Solutions:** I design strategies that reflect your unique brand and business goals, ensuring every solution is tailored to your needs.
- **Results-Oriented Approach:** My focus is on delivering real, sustainable growth and engagement that lead to long-term success.

Let's collaborate

Take your social media presence to the next level.

Contact me today to discuss how we can create a winning strategy for your business!

 **Contact:** +91 98552 85565

 **Email:** ektakanojia90@gmail.com

Let's turn your vision into a powerful digital presence.
Connect with me today!

