

Ashish Ahlawat

META CERTIFIED SOCIAL MEDIA MANAGER & CONTENT STRATEGIST/CREATOR

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EDUCATION

Kalinga University
Bachelor Of Computer Science
2018 – 2021
Kalinga University
Diploma in Computer Science
2015 – 2018
Brig. Ran Singh School
CBSE (Class X)
CGPA: 9.4/10

LINKS

Linkedin:
<https://www.linkedin.com/in/drakcode/>
Portfolio:
<https://drakcode.com>
Instagram:
<https://www.instagram.com/drakcode>
Pixabay:
<https://pixabay.com/users/drakcode-14159460/>
Pexels:
<https://www.pexels.com/@drakcode/>

SKILLS / TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premiere Pro
Final Cut Pro
Photography
Videography
Copywriting
Platform Proficiency
Analytics & Reporting
SEO
SEM
Hootsuite
Buffer
Sprout Social
Canva
Later
Google Analytics
Trello
Adobe Spark

ACHIVEMENTS

* **Meta Certified** in SOCIAL MEDIA MARKETING AND ADVERTISING

* Digital content exceeding **20 million views & nearly 150,000 downloads** across various platforms.

* **Certification in Photography** from DCOP (Delhi College of Photography)

* **Expertly managed “Media operations”** for six major school events, **coordinating a dynamic team of over 15 members** to ensure seamless execution and impactful coverage.

EXPERIENCE

Haryana Car Club | Social Media Management, Rohtak **04/2024 – Present**

- **Content Strategy and Creation:** Developed and implemented a content strategy focused on **creating engaging and humorous memes related to the car industry**, tailored to resonate with the target audience.
- **Organic Growth Strategy:** Successfully boosted the page’s organic reach **from 10-20k to over 6 million within two months** through strategic content planning and audience engagement.
- **Performance Metrics: Monitored and analyzed content performance** using Instagram Insights, adjusting strategies to maximize reach and engagement.
- **Follower Growth:** Grew the **follower base to over 11,000**.

KhelBox | Social Media Management, Rohtak **12/2023 - Present**

- **Content Strategy and Execution:** Developed and implemented a consistent content strategy for the KhelBox Instagram channel, focusing on engaging and relevant posts that appealed to the target audience.
- **Organic Growth Achievement:** Increased the page reach to over **10 million within six months** through strategic and consistent posting, without relying on paid promotions.
- **High-Performance Content:** Achieved a remarkable **18.5 million views on the highest-performing reel**, demonstrating the effectiveness of content in capturing audience interest and engagement.
- **Follower Growth:** Grew the **follower base to over 20,000 organically**, enhancing the channel’s visibility and community presence.

Agastya International School | Head of Media, Rohtak **03/2022 – 04/2024**

- **Event Media Planning and Execution:** Strategically planned and executed comprehensive **media coverage for school events, competitions, and celebrations**, ensuring high-quality visual and audio documentation.
- **Graphic Design Services:** Created visually compelling banners and flex boards for school campaigns and celebrations **using Adobe Illustrator and CorelDraw**, enhancing event visibility and engagement.
- **Promo Video Production:** Developed promotional videos for school academies (dance, yoga, cricket) and teasers for various celebrations **using Adobe Premiere Pro and After Effects**, effectively showcasing the school’s activities and achievements.
- **End-to-End Media Management:** Oversaw the entire promo shoot process **from scripting and planning to shooting and post-production**, ensuring seamless execution and high-quality outputs.
- **Photography Exhibitions:** Organized and curated **photography exhibitions, showcasing student and event photography**, and enhancing the school's cultural and artistic profile.
- **Innovative Programs:** Initiated and managed the **News Reading and Cover Story programs, which became district-wide successes**, providing students with valuable media experience and increasing the school’s community engagement.
- **Social Media Performance:** Ensured the recorded content performed well across all social media platforms (YouTube, Instagram, Facebook), **driving engagement and extending the school’s digital reach**.

BoldAlive Productions **07/2020 – 03/2022**

E-Comm. Store Manager, Photographer & Videographer, Rohtak

- **Wedding Photography and Videography:** Captured **high-quality photographs and videos for wedding projects**, ensuring memorable and visually stunning coverage of special events.
- **Product Photography:** Conducted professional product photography for **Boldalive Productions’ Amazon and Flipkart e-commerce stores**, showcasing products in an appealing and marketable manner
- **E-commerce Management:** Managed the entire product listing process on Amazon and Flipkart, including product descriptions, images, pricing, and **inventory control, ensuring accurate and efficient listings**.
- **Order Fulfillment:** Oversaw the order fulfillment process from receiving orders to packaging and shipping products to customers, ensuring timely and accurate delivery.
- **Quality Assurance:** Maintained high standards of quality in **all photographic and videographic work, as well as in the presentation and packaging of e-commerce products**.