



KAUSHAL SINHA

Senior Community Manager- Influencers Marketing

My Contact

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🌐 <https://www.verse.in/>

Hard Skill

- Event management , Brand promotion
- Influencers marketing and negotiation
- Business valuation (ROI)
- Campaign set-up and execution

Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking

Education Background

- Central University of South Bihar
Masters in Communication and media studies
Completed in 2017
- Veer Kunwar Singh University
Bachelors in Economics (Hons)

Completed in 2015
- AISECT University
Post Graduate Diploma in Computer Science

About Me

Dedicated and detailed orientated senior community manager - influencers marketing. Overall 7 yrs of experience in the field of content and community management. More than 3 years of experience in influencers management and marketing. Eager to apply proven budget maximization skills in the field of campaign execution. special interest in achieving maximum ROI within budget and negotiation with influencers and there agency or manager is my favorite task.

Professional Experience

VerSe Innovation | Senior Community Manager
2021 – Present

Key responsibilities:

- Campaign Planning, execution , promotion and budgeting for the north languages.
- Influencers marketing , relationship building, and negotiation.
- Event management, PR stories and Partnership deal
- Prepare reports on the above information and communicate the insights of these reports to the broader business
- Consult with the management team to develop long-term commercial plans
- Suggest budgets and improvements based on company plan

Inshorts | Community Specialist
2020 – 2021

Key responsibilities:

- Leading community of hyperlocal stars Delhi and Haryana state
- Assisting at events, drafting communications that will be distributed to the community, or brainstorming ideas for improving relationships

ETV Bharat | Content Editor cum Team lead
2018 – 2020

Key responsibilities:

- writing, editing special stories for Etv Bharat
- Observed team performance and identified trending topic for stories
- Prepared reports, managing team of sub-editors and reported the insights.

Achievements

2021 – present

Currently managing more than 300 influencers directly including KOLs, Macro, Micro and Nano across India. Guinness World Record for Salute India Campaign for Josh App.