LABDHI MODI

Content Manager | Instagram • LinkedIn • X • YouTube

Bengaluru | +91 63536 70771 | labdhimodi2512@gmail.com | linkedin.com/in/labdhimodi25/ | Portfolio

WORK EXPERIENCE

Trackk - Social Media Manager · On-site **Jul 2026 - Present**

- Own organic social media and community initiatives across Instagram, LinkedIn, X, WhatsApp, and Telegram, spanning planning, publishing, distribution, and engagement.
- Manage Finute, a 500K+ follower finance and markets Instagram page, publishing 9-10 posts daily across market news, business, and personal finance.
- Scaled Finute's daily Instagram reach from ~50K to ~700K within 2 months (14x growth) through high-frequency publishing, timely news coverage, and content iteration.
- Manage a 26K+ Instagram community and 3 WhatsApp groups (~3K members), with additional distribution through Telegram to sustain daily engagement.
- Manage Trackk's LinkedIn with 4-5 posts/week, adding ~4,000 followers and generating ~60K impressions in 2 months; also contributing to long-form blogs.
- Published finance and market-focused X threads and actively contributing to YouTube content ideation and execution from concept through delivery.

Neha Gupta - Social Media Consultant · Freelance · Remote **Oct 2025 - Jul 2026**

- Scaled Neha Gupta's Instagram from ~200-300 followers to ~80K between Oct 2025 and Jul 2026 through consistent short-form content strategy, ideation, and execution.
- Reels created during the tenure have accumulated 58M+ views to date; 14 crossed 1M views, with the top-performing Reel reaching 10.9M views.
- Led end-to-end ideation and scripting across research-led and topical formats, using performance insights to refine hooks, narratives, and repeatable content IPs.

MySivi (YC W22) - Marketing Associate · On-site **Sep 2025 - Jan 2026**

- Owned creative development for Meta performance marketing across Hindi and Marathi, spanning hooks, scripts, formats, and creator-led video concepts.
- Led rapid creative experimentation and A/B testing, contributing to a 50% reduction in acquisition costs.
- Delivered 15 winning creatives in 3 months and scaled external creator/agency production from 5 videos per week to 50 per month.

Jar - Social Media Manager · On-site **Sep 2024 - Aug 2025**

- Contributed to content strategy and execution across multiple Instagram pages, including Jar App HQ (120K+ followers), and supported regional GTM planning.
- Launched the Instagram page and YouTube channel for Jar App Gujarati, establishing the brand's regional social presence.
- Ideated and directed video content for Jar App Gujarati, generating 1.4M+ views on Instagram in 7 months.

Unacademy - Business Marketing Intern · On-site **Jun 2023 - Aug 2023**

- Implemented social media campaigns for in-app activity and user retention; case-study analysis contributed to a 12% improvement in app retention rates.
- Identified GTM levers for 'NextLevel by Unacademy' and supported partner onboarding, including 10+ companies in the first month.

SKILLS

Organic Social Strategy, Instagram Growth, Community Management, LinkedIn, X/Twitter, YouTube Ideation & Execution, Short-form Content, Creator-led & Branded Content, Content Calendars, Copywriting, Scriptwriting, Creative Direction, Content Distribution, Content Analytics, Audience Engagement, Regional GTM

Languages: English, Hindi, Gujarati

EDUCATION

GIBS Business School, Bengaluru **Jul 2022 - Jun 2024**

Post Graduate Diploma in Management

GLS University, Ahmedabad **Jul 2019 - May 2022**

Bachelor of Commerce