

SAMARTH ASATI

CONTENT × CREATIVE × MARKETING

CAT 2025 • 98.46 %ile

PROFILE

Creative and marketing-focused professional with a completed B.Tech in Civil Engineering. Hands-on experience across social media, content strategy, YouTube management, branding, graphic/visual communication, campaign execution and team leadership.

EDUCATION

University Institute of Technology, Bhopal — B.Tech Civil Engineering

2022–2026

CGPA: 7.52

SELECTED EXPERIENCE

YouTube & Digital Content Manager — Anshita Navodaya Coaching

Own end-to-end channel and digital content management: titles, descriptions, scripts, editing, thumbnails, SEO, app/course creatives and lecture design.

Content & Media Manager — Asper Club

Led a 12-member media team; managed content lifecycle, social media execution and creative coordination.

Campus Ambassador — Internshala

Supported campus marketing campaigns, outreach and workshops.

Crowdfunding Intern — Muskurahat Foundation

Worked on crowdfunding and promotional marketing for children-focused initiatives.

Event & Community Work

Organiser/volunteer across Vijaypath, News'Matrix, Pravaah, Mahasangram and STREE National Conference & Expo at MANIT.

CORE SKILLS

Social Media • Content Strategy • Content Writing • YouTube Management • SEO • Scriptwriting • Video Editing • Thumbnail Design • Branding • Graphic/Visual Design • Marketing • Leadership • Creative Problem Solving

CONTACT

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