

Ravi Kumar Singh

Social Media Manager | Digital Publishing & Meta Monetization | Audience Engagement Specialist

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SUMMARY

Results-driven Social Media Lead with 8 years of experience in digital news publishing, audience growth, and platform monetization across India's top Hindi media organizations. Proven track record scaling content across Instagram, Facebook, X and YouTube — including 746M+ Instagram views, 793M+ Facebook views and 13M+ X impressions (Jan–Jul 2026), plus 300M+ views during IPL 2026 and 120M+ views during Bihar Assembly Election coverage. Experienced coordinating cross-functional editorial and creative teams, leading large-scale social operations, and building scalable monetization frameworks across Meta and X.

KEY ACHIEVEMENTS

- Instagram: 746M+ views · 510M+ reached · 150K+ followers added · 13,638+ posts (Jan–Jul 2026)
- Facebook: 793M+ views · 208M+ 3-sec views · 14.2M+ interactions · 110M+ viewers | X: 13M+ impressions · 265K+ engagements · 33.3K+ reposts
- 300M+ views – IPL 2026 · 120M+ views – Bihar Assembly Election · 130M+ views – West Bengal Election coverage
- Managing 13 hyperlocal Instagram pages: 390 posts, 29.9M+ views, 24M+ reached, 22.8K+ new followers
- Led 18-member digital team for the Bihar Police Social Media Cell; managed platforms with a combined 24M+ subscriber base

EXPERIENCE

Social Media Manager

Prabhat Khabar Digital · Sept 2025 – Present · Patna

- Lead social media strategy, content operations and audience growth across Facebook, Instagram, X and YouTube with a news-first publishing approach.
- Drive and optimize Meta monetization across Facebook In-Stream Ads and Instagram, developing revenue frameworks for owned pages.
- Delivered 300M+ views during IPL 2026, 120M+ views during Bihar Assembly Election coverage and 130M+ views during West Bengal Election coverage.
- Monitor algorithm updates, audience trends and analytics dashboards; coordinate with editorial, reporting, graphics and video teams for real-time newsroom publishing.

Project Coordinator – Social Media

Devout Growth / Bihar Police Social Media Cell · Dec 2024 – Sept 2025 · Patna

- Led a team of 18 writers, graphic designers and video editors managing social media presence, content workflows and public communications.
- Planned and executed public awareness, citizen engagement and reputation management campaigns; managed crisis communication and real-time misinformation monitoring.

Senior Content Writer & YouTube Operations Lead

News Nation · Jun 2024 – Dec 2024 · Noida

- Led content strategy and growth for the UP-UK YouTube channel; promoted to Morning Shift In-charge for the national channel (15M+ subscribers), driving watch-time, engagement and retention through data-driven planning.

Senior Content Producer

HT Digital · Live Hindustan · Sept 2020 – Jun 2024 · Noida

- Produced digital content and managed publishing strategy for Live Hindustan's YouTube platform (9M+ subscribers); optimized titles, thumbnails and descriptions, and analyzed analytics to drive performance.

Digital Content Producer

Times Internet · Navbharat Times · Jun 2017 – Aug 2020 · Lucknow

- Produced digital news across Politics, Crime, Business and Entertainment for NavbharatTimes.com; launched and scaled the NBT UP YouTube Channel.

PROJECT

Hyperlocal Social Media Expansion

May 2026 · Prabhat Khabar Digital

- Managing 13 city- and region-specific Instagram pages (Patna, Chapra, Arrah, Aurangabad, Darbhanga, Muzaffarpur, Bihar Sharif, Gaya, Purnia, Begusarai, Katihar, Jharkhand and a statewide Bihar handle) for local audience targeting and Meta monetization scale — 390 posts, 29.9M+ views, 24M+ accounts reached and 22.8K+ new followers (Jan–Jul 2026).

EDUCATION

Master of Arts, Mass Communication · Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal

Bachelor of Arts, English · Magadh University, Bihar

CERTIFICATION

Google Digital Marketing & E-commerce Professional Certificate

SKILLS

Social Media Strategy & Growth · Audience Development · Content Planning & Publishing · Election & Political Coverage · Hyperlocal Content Strategy · Facebook & X Growth · Social Media Monetization · Newswriting & Storytelling · Google Analytics · YouTube Analytics · Canva & Photoshop

LANGUAGES

Hindi – Native | English – Professional Working Proficiency