

Ishan Gupta

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*I like building things, and I've spent the last 6+ years building brands, campaigns, content, and teams across fintech, edtech, and creator media. I've moved between **strategy, creative and production**, taking ideas from a brief to the final screen and building the teams and systems that make the work happen. I work closely with designers, writers, production teams and agencies, while staying close to the creative itself. I like figuring things out, challenging how things are done, and finding better ways to make creative work, now with AI becoming a bigger part of how I do it and figuring out how to make creative better with AI, rather than replacing it.*

WORK EXPERIENCE

Assistant Manager - Social & Content	Razorpay Software Ltd	<i>Jul 2024 – Present</i>
- Built Razorpay's social and content function from scratch with no existing team, establishing the agency model, creative briefing process, content IPs, production workflows, and performance reporting. - Scaled Razorpay's social audience from 670K to 1.45M, restructuring the content mix and building more engaging creative formats, driving 300% growth in impressions and 147% growth in engagement. - Led creative and production for Razorpay's two flagship IPL brand campaigns, "Backing India's Boldest" and "Break to Build", riding India's largest cultural moment through narrative direction, shoot and production partner management, and distribution across creator and KOL ecosystems, delivering 500M+ combined impressions and 70% B2B fintech share of voice. - Built internal AI tools to automate content research and creative production, reducing turnaround time from 5 days to 4 hours and enabling the team to scale output without additional production overhead. Led Razorpay's first fully AI-generated content channel, developing the content strategy, formats, and production workflows across AI-generated video, visuals, and audio, while owning freelancer and agency hiring, topic planning, scripting, and editing, delivering 10M+ impressions and 100K engagements on Instagram. - Owned digital amplification and distribution across BTL and content for flagship events including Global Fintech Fest, FTX and AI Impact Summit, driving a 30% lift in B2B fintech share of voice. - Launched and led founder-led content including flagship IPs such as "The OGs", driving 15M+ impressions while developing the format, narrative and production approach to bring Razorpay founder and ecosystem stories into the brand's content strategy. Directed design, copy and video output across agencies, freelancers and interns, setting quality standards and feedback loops from brief to final asset.		
Marketing Associate - Social & Content	Scaler (By InterviewBit)	<i>Jul 2022 – Mar 2024</i>
- Conceptualised and launched four original content series, with the top performer delivering roughly 10x the channel average in views Led end-to-end video strategy and production, translating audience insights into formats that drove 3M+ organic views, 50% engagement growth, and 4x YouTube subscriber growth. - Built creative production workflows that reduced turnaround time by 45% while increasing output volume, balancing speed with quality across agencies and internal teams. - Redesigned brand positioning using consumer research, social listening, and sales data. Conducted analysis to measure marketing impact, moving positive sentiment from 83% to 92% in one year - Owned campaign and content strategy for a consumer learner audience, driving 80% follower growth and contributing \$6M in gross revenue		
Social Media Manager	HYPP (Now Creator18)	<i>Sep 2020 – Jun 2022</i>
- Built the brand's creative foundation from zero to one, establishing the visual brand identity, creative playbook, tone of voice, and first content IPs. - Grew Instagram from 0 to 20K followers to category leadership with no paid amplification, on content quality and creator-led distribution alone - Generated \$2M ARR through creator-led campaigns, running partnerships end to end from scouting through delivery - Scouted emerging creators on growth consistency rather than follower size, with several scaling 10x or more, including from 30K to 500K+ followers		
Social Media Intern	MensXP & MensXP E-Commerce, Times Internet	<i>Jan 2020 – Aug 2020</i>
Developed content concepts from market research and assisted in directing product shoots aligned to brand guidelines		

SKILLS

Creative: Creative Direction, Content Strategy, Brand Marketing, Narrative Craft, Copywriting, Video Production, Format Design, Content IP Development, Creator and Influencer Partnerships, Campaign Management

Programs & Operations: Program Management, Agency and Vendor Management, Stakeholder Management, Cross-functional Collaboration, Performance Reporting, Workflow Design

Analytics: GA4, Excel, Rival IQ, Talkwalker, Sprout Social, Hootsuite, Ahrefs, YouTube Analytics, LinkedIn Analytics, Google Workspace

AI: Runway, Higgsfield, Seedance, HeyGen (video); Magnific (image); ElevenLabs (audio); Claude Code, Codex, ChatGPT, Gemini (workflow and automation)

Design: Adobe Creative Suite, Premiere Pro, After Effects, Photoshop, Canva, Figma

Certifications & Training: [GA-4](#), [Meta Marketing Analytics](#), [Meta Social Media Marketing](#)

EDUCATION

USICT, GGSIPU Delhi | *Bachelor of Engineering, Computer Science*

Cumulative GPA: 8.40/10