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EXPERIENCE

Gleuhr – Chief Content Officer(CCO)

[View on website](#)

I joined Gleuhr as a content guy and grew into running performance + marketing. This page is the timeline of roles I held, what I owned, and the results I shipped

Here's my role progression at Gleuhr, with the key responsibilities and measurable impact I delivered in each position

January 2025 – Present

Key Responsibilities:

Chief Content Officer(Current)

- Responsible for overall performance content that brings in 15cr+ monthly revenue
- Actively scaling performance marketing by adding one product every month
- Leading gen AI to create more powerful content and saving on lakhs in production.
- Responsible for delivering cinema level quality for all performance content.

Performance Head & Marketing Manager

- Managed ₹5Cr+ ad spend end-to-end; delivered 11.11x+ ROAS.
- Coordinated closely with 50+ sales counselors to improve conversions.
- Continuously monitor brand performance and customer perceptions
- Led AI-powered creative production that performed in paid + organic.
- Owned launch + marketing for Anti-Aging treatments; drove a successful rollout.
- Built internal workflows/tools (incl. NAS setup) to speed up creative + marketing ops.

Junior Marketing Manager

- Ran WhatsApp marketing campaigns (copy + execution).
- Assisted on performance marketing while leveling up optimization skills.
- Edited ad creatives that cut CPL from ₹100–₹200 to ₹50–₹60.
- Contributed to AI + CRM automation workflows to improve marketing efficiency.

Team Lead – Marketing

- Managed a 10+ member creative team (organic + performance).
- Increased editor output from 2–3 to ~8 videos/day via tools + process.
- Created a brand tagline still used company-wide.

SKILLS

Hard Skills:

- Performance Marketing
- Video AI
- Prompt Engineering
- Image AI
- Generative AI
- Performance Creative
- YouTube Strategy
- WhatsApp Marketing
- CRO & Landing Pages
- Content Writing
- Content Creation
- Video Editing

Soft Skills:

- Quick Learner
- Decision Making
- Idea Generation
- Communication
- Multi-tasking
- Teamleading
- Critical thinking

ACHIEVEMENTS

PUBLICATION CAPTAIN(2018-2020):

Publication captain of the whole school, Collected and scrutinized the articles before handing them over for publishing.

VICE PRESIDENT; COMMERCE SOCIETY:

Vice President of the College Commerce Society, Made sure every activity went smoothly. promoted teamwork, unity, creativity.

- Drove team upskilling (courses, cohorts, tooling); raised content quality bar.

Content Strategist

- Strategized and executed awareness content for founder Gagan Sidhu and company pages
- Wrote ad copy + video scripts for performance campaigns.
- Shot content and supported production execution.
- Wrote website content across treatments/services.
- Created product/treatment PDFs and WhatsApp messaging flows.

LANGUAGES

English

Hindi

TECHNICAL SKILLS

Software:

- Weavy AI
- Meta Ads Manager
- Higgsfield
- Veo 3
- GPT 5 (agents)
- Make
- GOOGLE DOCS
- EVERNOTE
- CANVA
- GRAMMARLY
- DaVinci Resolve
- CapCut Pro
- Premiere Pro
- WordPress
- After Effects (Learning)

ManSkill - Content Head

November 2022 - Present

Key Responsibilities:

- **Video editing:** Edited YouTube videos for clients and in-house projects. Edited videos for clients in Health, Tech, Finance Education, Coaching and more. Experience with long-form as well as short-form content.
- **Graphic design:** Designed state-of-the-art creatives for different social media handles including Instagram, Facebook, and YouTube. Directed artwork for the TV show 'Soney Ki Chidiya' on DD National.
- **Client management:** Proven track record in managing clientele, and overseeing teams to ensure smooth working environments.
- **Social media Marketing:** Planned and executed successful marketing campaigns for businesses, generating 50k+ reach.
- **Social Media Management:** Interaction management and complete social media management for clients. Resulting in loyal followers for each account.

Key learnings and work:

- **Channel Growth:** Focused on important factors like thumbnail, content and audio quality, hooks for intro. Scaled and monetized dead Channels from 100 subscribers to 2000+ in 6 months with 80k views.
- **Team Management:** Hired 10+ people for startup and managed them as a team. Ensuring timely delivery of projects and a positive environment.

ADDRESS

1. H.no 148, ward n. 5, session road, near Hari Kothi, K.B Dharamshala, H.P. 176215
2. Sarangpur, Chandigarh, India, 160014

- **Art Direction:** Being able to create engaging content feels like a power to be honest. I can confidently say that I have the ability to direct art and create good content out of it.
- **Customer Relationship Management:** Managing and maintaining relationships with clients and the team was one of my main jobs. Ever since working, I have been able to learn better CRM over time.

Authority Ventures – Content Writer

May 2023 – December 2023

Key Responsibilities:

- Ghostwriting Ebooks.
- Written over **400k+ words**
- Worked for companies like Superprof, Nobletransfer, health and wellness websites, and fashion blogs.
- Proofread over 100K+ words
- Supervised graphic designs and websites for the company.
- SEO-optimized marketing content.
- Helped clients land on Google's First Page.

Key learnings and work:

- **Teamwork:** Working with a very close and supportive team. Completing projects on time with team effort.
- **Understanding SEO:** Researched SEO criteria for Google and executed it successfully.
- **Managing WordPress:** Managed WordPress for clients, frequent blog posting, and SEO.
- **Professional content writing:** Being able to write in different tones, concise writing, and maintaining the same tone and structure throughout the content.

SDD Infotech – Content Strategist

Jan 2023 – May 2023

Key Responsibilities:

- Created Monthly Social Media Calendars.
- Created and improvised content strategies for social media platforms monthly.
- Worked on creating an SEO-optimized website.
- Approached guest bloggers and websites for guest blogging.
- Worked with video editors and graphic designers
- SEO-optimized marketing content.

Key learnings and work:

- **Teamwork:** Working with a great team with members from Google, ex-employees from Europe, U.S.A., head office in the UK
- **Understanding the US market:** Studying and researching US citizens, their way of living, work culture, etc.
- **Managing content:** Managed content in bulk and devised a proper schedule for content writing
- **FAQ writing:** Created FAQs for platforms like Yelp, GMB, etc.
- **Interaction Management:** Handled the work of the interaction manager, and created work modules, and samples for the interaction manager to learn from

Freelance Content Writer

2020 - 2023

I have worked with professional music artists and celebrity makeup artists. Wrote articles for press releases, blogs, and YouTube Channels. highly skilled in researching, writing, and publishing compelling content. Results-driven in driving the production of significant and original content for various media platforms and clients.

- Performed well with project requirements and deadlines.
- Explored various creative opportunities
- Created well-researched and stimulating content

Pretty Planet Travels and events — Hospitality Manager

April 2022 - September 2022

Key responsibilities:

- Managed a Hospitality team of 15 people, delegated duties, kept a check, and maintained a healthy working environment.
- Content writer and copywriter for social media pages
- Invitation cards for guests, In charge-rsvp team

Digital Artist — Digital Art Seller

2022 - 2023

Utilized my skill in drawing and painting to earn from it.

- Managed Digital products and sold them

- Sold printed versions of my digital art.

Social Media Manager — Content Creator/ Video Editor

2020 - 2023

Managed Social Media Pages, and built them up to gain enormous reach. And millions of views. Built regular content to engage the audience.

Here are some attached insights into the content created and posted
[Click Here](#)

EDUCATION

Govt Degree College Dharamshala — B.Com

2020 - 2023

Kendriya Vidyalaya, Yol Cantt — XII **87.4%**

2018 - 2020

D.A.V. Public School, Dharamshala — X **66.6%**

2018