

SIDDHANT SINGH

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Business Development & Digital Marketing Professional

Business Development Intern and digital marketing professional with experience in lead generation, social media growth, and audience engagement. Built and managed digital assets, including SEO focused blogs and high growth Instagram pages. Skilled in content strategy, outreach, and organic growth execution.

EXPERIENCE

Business Development Intern – TEA (Tertiary Education Advisors)

Jan 2026 – Present

- Handled 20+ daily Instagram DMs and 100+ comments, improving engagement and response time
- Generated and qualified leads/week through Instagram outreach, LinkedIn engagement, and cold calling
- Supported lead conversion through consistent follow ups and prospect nurturing
- Assisted in building LinkedIn presence through content posting and audience interaction

Social Media Manager (Freelance) – Football Influencer Page

Jan 2024 – Jul 2024

- Scaled Instagram page from 20 to 200 followers (10x growth) in 6 months using organic strategies
 - Edited and published 2+ short-form videos/week, improving engagement rate
 - Implemented trend based content strategy for consistent audience growth
 - Helped grow page visibility and audience engagement using organic content strategies

PROJECTS

Founder & Content Creator – BlogWithSid.com

Aug 2025 – Present

- Built and managed a personal blog focused on digital marketing and SEO
- Generated 9,600+ Google impressions through organic search strategies
- Conducted keyword research and implemented on page SEO for low competition queries
- Analysed performance using Google Search Console to improve rankings and visibility

SKILLS

Marketing: SEO | Social Media Marketing | Lead Generation | Content Writing

Tools: Google Analytics | Search Console | Elementor | Wordpress

Business: Client Communication | Client Handling | Communication Management

EDUCATION

B.A. Economics (Minor in Commerce), Sri Aurobindo College, Delhi University | 2023–2026

Digital Marketing Certification, Great Learning | 2025