

DILIP KUMAR PANDIT

Business Development · Digital Marketing & Social Media
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PROFILE

Business development professional at a stock broking firm, with 1.5+ years of social media and content experience. Blend of finance-sector BD and hands-on digital marketing; built a personal AI content page from zero to 3,100+ followers in 7 months.

EXPERIENCE

- Business Development Executive** | Vardhaman Capital (Stock Broking Firm)

Oct 2025 – Present

 - Run end-to-end digital marketing and website presence for the firm.
 - Prepare mutual fund proposal documents from the directors’ briefs (**Investment proposals**), supporting client acquisition.
 - Audit the company website and recommend improvements.
- Social Media Manager (Part-time)** | Sujal Jethwani — Binance Top 100 Voice

Jan 2025 – Jun 2026

 - Managed a 55,200-member crypto Telegram community (“Crypto Sutra”)
 - Wrote video scripts for a 65,000-subscriber YouTube channel, **contributing to 12 videos**.
 - Supported content planning for a creator with a 400,000+ combined following.
- Business Development Intern** | ILEAD Academy

Jul – Sep 2024

 - Ran the sales process end-to-end and prospected clients by phone and email.
 - Maintained accurate sales-activity records in Excel.
- HR Intern** | Simtrak

Jun – Sep 2023

 - Interviewed and shortlisted candidates across multiple roles; supported onboarding of new joiners.

PROJECT

- Content Creator** | @ai.with.dilip (Instagram)

Dec 2025 – Present

 - Grew a personal AI-focused page from 0 to 3,100+ followers in 7 months by publishing 98 short-form Reels on AI tools and tutorials.
 - Handle the full content cycle: scripting, editing, publishing, and audience engagement.

SKILLS

Marketing & Content: Telegram community management, Instagram Reels, YouTube scripting, short-form video editing, Canva, Mailchimp, AI content tools
BD & Finance: Lead prospecting, cold email & calling, sales follow-up, mutual fund proposal preparation, Excel
Languages: English, Hindi

EDUCATION

- BBA – Bachelor of Business Administration**

2022 – 2025

ILEAD, Kolkata
- Higher Secondary (Class 12) & Class 10**

2020 – 2022

Oxford House (HS) School, Kolkata

CERTIFICATIONS & ACHIEVEMENTS

- Certifications: AI Tools, Excel, and Soft Skills.
- 1st place, college Rangoli competition; National Service Scheme (NSS) social-work recognition.