SUDHANSHU TIWARI

PRO | Political Communication Strategist | Social Media Manager

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PROFESSIONAL SUMMARY

Public Relations Officer (PRO) and Political Communication Strategist with 5+ years of experience in political communication, PR, and digital strategy. Trusted by Cabinet Ministers, a Legislative Assembly Speaker, Rajya Sabha MPs, MLAs, and a Municipal Corporation to shape their public image across India's most competitive election cycles, including Lok Sabha 2024 and the Haryana, Delhi, Rajasthan, Bihar, and Madhya Pradesh Assembly Elections.

Skilled in speechwriting, press releases, media monitoring, campaign content strategy, Meta and Google Ads, and multi-platform social media management. Turns complex political agendas into clear, voter-focused stories that build credibility and reach. Equally strong in Hindi and English, with hands-on experience in visual storytelling, influencer programmes, and real-time crisis communication.

KEY ACHIEVEMENTS

- **500+ speeches and press releases written** for ministers, MLAs, and public figures in Hindi and English.
- **500+ voice-over and video scripts written** for Meta Ad campaigns and YouTube productions.
- **Grew a client's social media following from 20K to 55K** (175% growth) through consistent content strategy and community engagement.
- **Cut ad cost per result from ₹11 to ₹4** (about 64% lower) on Meta Ads by optimising targeting, creatives, and ad copy.
- **6 election campaigns managed** across Lok Sabha 2024 and Assembly Elections in Haryana, Delhi, Rajasthan, Bihar, and Madhya Pradesh.
- **14+ political and public clients served,** including a Legislative Assembly Speaker, 2 Cabinet Ministers, a Rajya Sabha MP, 6 MLAs, and a Municipal Corporation.

PROFESSIONAL EXPERIENCE

PRO (Public Relations Officer) Oct 2025 - Present

Inbox Matters Digital | Haryana

- Lead public relations and media communication for a Haryana Cabinet Minister and Municipal Corporation Panipat.
- Write speeches, press releases, newspaper articles, and meeting talking points in Hindi and English.
- Run daily media monitoring across print, TV, and digital platforms; prepare media briefs and quick responses.
- Manage the official social media profiles of Municipal Corporation Panipat, covering content planning, posting, and citizen engagement.
- Build social media strategy proposals and presentations for Municipal Corporation Panipat.

KEY CLIENTS

- **Vipul Goel** | Cabinet Minister, Government of Haryana (PR, speechwriting, media communication)
- **Municipal Corporation Panipat** | Social media profile management and public communication

Senior Content Writer & Social Media Manager Aug 2022 - Oct 2025

Click2Public Technologies OPC Pvt. Ltd. | Panipat, Haryana

- Planned and executed social media strategies to amplify political messaging and candidate visibility for high-profile clients.
- Wrote voice-over and video scripts for Meta Ad campaigns and YouTube productions.
- Drafted speeches, press releases, and public-facing content aligned with candidate positioning.

- Combined organic content with paid media in multi-channel strategies, cutting ad cost per result from ₹11 to ₹4.
- Handled complete PR and digital presence for Poetess Anamika Amber Jain, including YouTube, Facebook, Instagram, and show bookings.

KEY POLITICAL FIGURES

- **Dr. Prem Kumar** | Speaker, Bihar Vidhan Sabha
- **Deepak Prakash** | Cabinet Minister, Government of Bihar
- **Upendra Kushwaha** | RLM Rashtriya Adhyaksh and Rajya Sabha MP
- **MLA Madhav Anand, MLA Snehlata, MLA Santosh Nirala**
- **Randeep Hudda** | Social media strategy and content direction

ELECTION CAMPAIGNS

- **Haryana Assembly Election 2024** | Social media for multiple parties, ministers, and MLAs
- **Lok Sabha General Election 2024**
- **Delhi, Rajasthan, Bihar, and Madhya Pradesh Assembly Elections**

Content Writer & Social Media Manager May 2020 - Aug 2022

Digital Dost | Lucknow, Uttar Pradesh

- Created and managed engaging social media content for political and public personality clients.
- Tracked trends and performance metrics to refine content strategy and grow brand presence.
- Kept all content aligned with each client's voice, messaging, and political goals.
- Ran end-to-end influencer marketing programmes with clear KPI frameworks.

KEY CLIENTS

- **MLA Pankaj Gupta** | Unnao, Uttar Pradesh
- **MLA Akash Saxena** | Rampur, Uttar Pradesh
- **MLA Shafeeq Ahmad Ansari** | Swar, Uttar Pradesh
- **Poetess Anamika Amber** | Social media management and brand PR
- **Dr. Sudeep Bhola** | Digital presence and content strategy

CORE EXPERTISE

Political Communication: Political PR • Campaign Strategy • Election Campaign Management • Government Communication • Reputation Management • Crisis Communication

PR & Media: Speechwriting • Press Releases • Media Monitoring • Media Relations • Press Briefs • News Articles

Content & Digital: Social Media Strategy • Copywriting • Video & Voice-Over Scripts • Influencer Programmes • Community Management • Hindi & English Content

TOOLS & PLATFORMS

Ads: Meta Ads • Google Ads • YouTube Ads

Tools: Meta Business Suite • Canva • MS Word • MS PowerPoint

Platforms: Facebook • Instagram • X (Twitter) • YouTube • WhatsApp

LANGUAGES

Hindi: Native (writing, speechwriting, editing)

English: Professional (writing, editing, communication)