

MEGHA MISHRA

SOCIAL MEDIA MANAGER



CONTACT



8448659180



meghamishra005@gmail.com



<https://www.linkedin.com/in/megha-mishra-a12844196/>

PROFILE SUMMARY

Dynamic and results-driven Social Media Manager with over 1.5 years of experience in developing and implementing innovative social media strategies across multiple platforms. Proven track record of increasing brand awareness, engagement, and follower growth through compelling content creation, strategic campaigns, and meticulous analytics. Adept at leveraging data-driven insights to optimize social media performance and achieve business objectives. Strong skills in content creation, community management, social media advertising, and brand storytelling. A creative thinker and proactive team player with excellent communication and project management abilities, committed to driving social media excellence and delivering measurable results.

EDUCATION

Bachelor's in Journalism and Mass Communication

Guru Govind Singh Indraprastha
University, MBICEM
2017-2020

Rukmani Devi Jaipuria School, Delhi

10+2 from CBSE
2017

S.D Public Sec. School, Delhi

10th from CBSE Board
2015

CERTIFICATION

- Fundamentals of Digital Marketing from Google.
- Certified in Digital Marketing from Digiperform (CP)

EXPERIENCE

SOCIAL MEDIA EXECUTIVE

Infiniti Private Limited
Jan 2024 - Oct 2024

- Develop, curate, and manage all published content (images, videos, written posts) across various social media platforms.
- Collaborate with the design and marketing teams to create engaging and visually appealing content that aligns with the brand's voice and objectives.
- Formulate and implement comprehensive social media strategies to increase brand awareness, engagement, and conversions.
- Conduct regular analysis of competitors and industry trends to refine and adjust social media strategies.
- Monitor and engage with followers, respond to inquiries and comments in a timely manner, and foster positive relationships with the online community.
- Plan and execute paid social media campaigns, including budget management, audience targeting, and performance optimization.
- Collaborate with the marketing team to align social media campaigns with broader marketing initiatives and company goals.

KEY AREAS

- Public Relations
- SMO
- Google Analytics
- SMM
- Content creation
- Strategic Communications
- Website on wordpress

PROFESSIONAL SKILLS

- Time management
- Problem solving
- Communication
- Creativity
- Leadership
- Quick learner

REFERENCES

Mr. Sanjay Puri
Vice President
The Indian Express Pvt. Ltd.
9810323353

Mr. Tanuj Kumar
Founder
Infiniti Tech Solution
9818512500

Mr. Rishi Kumar
Founder
Budgetpe Private Limited
9319000983

DIGITAL MARKETING EXECUTIVE (INTERNSHIP)

Budgetpe Private Limited
May 2023 - Dec 2023

- Develop and execute comprehensive social media strategies across multiple platforms, including Facebook, Twitter, Instagram, Youtube, LinkedIn and Pinterest.
- Develop and execute data-driven social media strategies that combine both boosting and organic marketing efforts to achieve targeted business objectives.
- Monitor social media trends and platform algorithms to adjust strategies accordingly, ensuring continuous growth and visibility in a highly competitive market.

BRAND DEVELOPMENT EXECUTIVE (INTERNSHIP)

Divrit Consultancy Private Limited
Dec 2022 - May 2023

Managed end-to-end content strategy for Amazon e-commerce platform, including product listing optimization, keyword research, and creation of compelling ad campaigns to drive traffic and maximize conversions.

PUBLIC RELATIONS (INTERN)

Image Creation
June 19 - July 19

- Identify main client groups and audiences, determine the best way to communicate publicity information to them, develop and implementation .
- Develop and maintain the company's corporate image and identify, which includes the use of logos and signage.
- Evaluate advertising and promotion and programs for compatibility with public relations efforts.

EDITORIAL INTERN

The Indian Express (Jansatta)
June 2018- July 2018

- Curated content for the consumer portion of websites.
- Making sure that the copy is factually correct and suits its target market.
- Layout of the story on the page, write features and stories.
- Researched for the representation of articles, websites official page and new trends.