

Social Media Marketing Associate

- Managed Social Media campaigns and day-to-day channel and account activities, Oversaw creation of monthly client content calendars for various social channels and industries.
- Set up, managed, and optimized client presence on Social Media sites, while also engaging with relevant bloggers, and seeding content into social applications as needed.
- Managed blogger outreach programs and built an active brand ambassador network.
- Created benchmarks for measuring the impact of social media programs, while analyzing, reviewing, and reporting on effectiveness of campaigns to maximize results.
- Provided regular reports to the client showcasing the growth of Social channels and review sites, analytics, and strategic recommendations.
- Worked with website development and data science teams to ensure social media tools and designs were properly updated, optimized, and prominent on various pages for IMI clients.
- Guided and educated IMI teammates on Social Media campaigns and strategy, while also contributing to the company blog and cross-department thought leadership.
- Collaborated with developers and designers to launch a custom quiz platform that grew first-time trial user signups by 228%

Solomo Media, Greater Noida

Nov. 2011 – Jul. 2013

Social Media Marketing Associate

- Build and managed the company's social media profiles and presence, including Facebook, Twitter, LinkedIn, Google+, WordPress. Drove consistent, relevant traffic and leads from our social network presence.
- Tracked, measured, and analyzed all initiatives to report on ROI. Managed a team of copywriters and content interns
- Build and managed a rich content/editorial calendar that attracts a qualified audience to our owned properties (including blog posts, whitepapers, etc.).
- Explored new ways to engage and identify new social networks to reach our target buyers.
- Monitored and engaged in relevant social discussions about our company, competitors, and/or industry, both from existing leads and customers as well as from brand new audiences.
- Worked alongside CEO and other marketers to develop social media and inbound marketing campaigns for our company and our clients.
- Increased all engagement KPIs within a 20K members Facebook ground by 120% within the first 3 months of the job via partnerships with local suppliers and enhanced content guidelines
- Conducted 3-month user interviews to craft actionable customer personas, contributing to 55% increase in social media advertising ROI for marketing department.

MasterChow, Greater Noida

Feb. 2010 – Oct. 2011

Social Media Marketing Associate

- Drove the development, execution and measurement of multiplatform social strategies for the brand.
- Increased sophistication of earned marketing techniques and organizational learnings around their impact.
- Developed social strategy that increased engagement by 200%+, increased site traffic from social media from 0.1% to 15%, increased Twitter following by 500%+, and increased Facebook following by 350%+.
- Launched and supported social media customer service department as a scalable solution to serve the growing base.
- Executed large-scale ticket giveaways and special VIP experiences with college and professional sports partners.
- Maintained content calendar, tracked trends and social data, provided reporting and assisted in crisis communications.
- Introduced social media events online & offline such as the Black Blogger Month Tweetup, the Google Lounge, monthly Facebook Power Lunches and Twitter Chats with topical influencers.
- Managed development of current digital channel design and development with custom headers, backgrounds, tabs and templates.
- Oversaw launch of new channels, such as Pinterest, Google+, Tumblr, and YouTube brand channel.

ACADEMIC CREDENTIALS

- **MBA (Marketing)** | Indian Institute of Management, Calcutta | 2016
- **Bachelor's of Business Administration (Marketing)** | Amity University | 2012
- **Social Media Certification with Boot Camp Digital**
- **Google Analytics IQ Certification**
- **Certified Blockchain & Digital Marketing Professional**
- **Certified Internet Marketer (CIM)**
- **Hootsuite Advanced Social Media Strategy Certificate (ASMS)**

PERSONAL DOSSIER

- **Languages Known** : English & Hindi

~References and other document's available~