

# AASHUTOSH KUMAR

SOCIAL MEDIA MANAGER

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[Explore My Extras](#)

[Discover My Work in Detail](#)

## SUMMARY

Social Media Manager with 4+ years of experience. Grew Instagram followers by 783% (1200 to 9500) and LinkedIn by 150% (4000 to 10,000) through engaging content & data-driven campaigns. Adept in Hootsuite, Canva, and SEO optimization. Expert in crafting brand voice & LinkedIn content for leaders. Proficient in LinkedIn Sales Navigator for targeted outreach and lead generation.

## SKILLS

- Content Creation & Curation
- Social Media Strategy & Management
- Project Management
- Data Analysis & Reporting
- Communication & Writing
- Creativity & Problem-Solving
- SEO & SEM
- Budget Management

## WORK EXPERIENCE

### **FuelBuddy** • Gurugram

Social Media Manager • Nov 2023–Present

- Executed content strategy using Hootsuite to boost brand awareness and lead generation through LinkedIn Sales Navigator.
- Developed engaging content that resonate with target audience.
- Owned content creation across all platforms (social media, web & offline materials).

### **Polstrat** • Noida

Social Media Associate • Mar 2022–Jul 2023

- Achieved 450% follower growth in 7 months using tools like Canva and Buffer.
- Developed effective content strategies, resulting in growth from 1200 followers to 9.5K.
- Generate detailed performance reports using tools like Hootsuite, Meta, and Buffer.

### **The Economic Times** • Noida

Sub-Editor • Oct 2021–Mar 2022 (Consultant)

- Skillfully edited 250+ pieces, ensuring accuracy, grammar, and guideline adherence.
- Created captivating copies, yielding 30% higher reader engagement.
- Led QC project, reducing errors by 5-10% and enhancing reader satisfaction.

### **Prasmi Entertainment** • Remote

Copywriter • Feb 2020–Sep 2021

- Doubled social media engagement for creative clients, from agencies to filmmakers.
- Built email campaigns that boosted conversions and nurtured client relationships.
- Mastered film copywriting, from trailers to feature intros.

## EDUCATION

### **Bachelor of Arts in English**

Munger University • 2018–2021

## CERTIFICATIONS

### **Certified Social Media Manager**

[HubSpot Academy](#) • 2023–2025

### **Diploma in graphic designing**

Arena Multimedia

