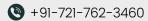
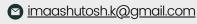
AASHUTOSH KUMAR

SOCIAL MEDIA MANAGER









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

<u>HubSpot Academy• 2023-2025</u>

Diploma in graphic designing

Arena Multimedia





