








# Bobby Lazarus

Social Media | Content Creation |

## My Contact

-  8286070805
-  bobbylazarus4@gmail.com
-  Thane, Maharashtra
-  [Portfolio](#)
-  [Bobby Lazarus](#)

## Date of Birth

04-10-1999

## Job-specific Skills

- Social Media Strategy
- Content Creation & Graphic Design
- Video Editing (Short-form Content)
- Brand Management
- Client Coordination & Campaign Execution
- Audience Engagement

## Soft Skills

- Observation
- Decision making
- Communication
- Multi-tasking

## Education Background

### Degree

#### Bachelor's in Mass Media

SIES, Nerul

Year of Passing - 2020

### Certification

#### Post Graduate Programme in Digital Marketing

IIDE - The Digital School

March 2024 - February 2025

## About Me

Hi, I'm Bobby - a digital marketing grad with 3 years of hands-on experience in social media. I love turning ideas into scroll-stopping content and building strategies that actually connect with people. For me, it's all about blending creativity with purpose to create digital experiences that leave a mark.

## Professional Experience

### Engage Digital Partners | Social Media

August 2024 – November 2024

- Curated and scheduled engaging sports content for GXR and Superpower Football, ideating and executing creative campaigns while regularly coordinating with clients to understand their requirements.
- Managed content deliverables, coordinated with the creative team, and tracked campaign performance to optimize strategies for better results.

### Footballgeek (Creative Agency) | Social Media Manager

January 2023 – December 2023

- Managed social media content for football-based clients (clubs, academies, and businesses), including ideation, graphic design (Canva), and video editing (short-form content), while leading a team of creatives and social media executives.
- Regularly coordinated with clients to understand their requirements, ensuring timely delivery of content and execution of campaigns that aligned with client objectives.

### Lakme Salon (Powai) | Social Media Executive

November 2021 – October 2022

- Created and managed daily social media content for Lakme Salon Powai, enhancing the branch's online presence and attracting new clients through engaging visuals and posts.

## Coursework Highlights

- Gained practical experience in SEO, website design, and content strategy, working on multiple brands as part of assignments.
- Developed social media strategies, Video marketing ORM, and CRO skills and more to enhance engagement and optimize digital marketing efforts.
- Learned brand management and honed soft skills, including communication and teamwork, to drive effective campaigns and client relations.