

Adithya Vatsa
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Professional Summary

Passionate Social Media & Content Specialist with extensive experience in content moderation, digital content strategy, and brand growth. Skilled in reviewing, analyzing, and optimizing content across multiple platforms while ensuring policy compliance. Adept at crisis management, audience engagement, and data-driven decision-making. Seeking to leverage my expertise in content analysis and moderation to contribute effectively to YouTube's Trust & Safety team.

Key Skills

- Content Moderation & Policy Enforcement
- Social Media Strategy & Management
- Analytics & Performance Optimization
- Brand Development & Storytelling
- Crisis Management & Risk Assessment
- Community Engagement & Growth
- AI & Automation Tools (Transcription, Analysis)
- Cross-Platform Content Distribution

Work Experience

Digital Executive & Social Media Manager

Magsmen | Jan 2025 - Present

- Managed and moderated social media pages for **Magsmen, Grofessers, and San Strategies**, ensuring high-quality content and policy compliance.
- Created content calendars and moderation frameworks for multiple brands, including client accounts like **Tenali Double Horse**.
- Analyzed performance data to optimize engagement strategies across platforms.
- Developed and executed content escalation procedures for brand safety.

Production Manager & Social Media Manager

Intalks Podcast & San Strategies | Aug 2024 - Jan -2025

- Led content moderation, quality assurance, and publishing processes for podcasts & social media.
- Managed end-to-end digital strategy, from content creation to audience engagement.
- Ensured adherence to platform guidelines, flagging and handling content-related concerns effectively.

Filmmaker & Assistant Director

Independent Film Projects & "Mayalo" Movie | 2023 - 2024

- Assisted in directing, scripting, and visual storytelling, ensuring compliance with content standards.
- Managed post-production edits and content approvals.
- Coordinated with production teams to maintain creative integrity and industry guidelines.

Education

Secondary Education – SR Digi School, Kothagudem (2018)

Languages

- Telugu (Fluent)
- English (Fluent)
- Hindi (Proficient)

Certifications & Tools

- AI-Based Content Analysis & Transcription Tools
- Google Analytics & YouTube SEO
- Crisis Communication & Digital Risk Management
- Advanced Social Media Marketing & Strategy

Hobbies & Interests

- Researching Digital Media & Content Trends
- Reading & Analyzing Social Media Case Studies
- Exploring Spiritual & Cultural Destinations

I am committed to leveraging my expertise in content moderation, policy enforcement, and digital content strategy to enhance YouTube's Trust & Safety operations. Looking forward to

contributing my deep understanding of social media trends, crisis management, and audience engagement to the team.