


Sohail Alim


Social Media Marketing Manager

I seek challenging opportunities where I can fully use my skills for the success of the organization.

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 Patna, Bihar

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WORK EXPERIENCE

20/10/2020-08/12/2021	Social Media Marketing Manager MATM Developed a cross-channel social media platform to engage different customer segments on Facebook, Instagram, Twitter, and Pinterest.
21/01/2021-22/8/2022	Social Media Manager Spiral fire Used Photoshop to create compelling visualizations that regularly had engagements
03/03/2021-present	OC Memer Memechat Created classy memes which led me to to be ranked under 400 memers at national level.
25/05/2023-present	Social Media Marketing Manager Keikovastra Moderated user content to ensure all engagement with the brand was appropriate and amplified company mission and message. Social media marketing team
10/11/2023-07/03/2024	Chief Marketing Officer YATU Mart My foremost responsibility revolved around sculpting a robust brand strategy that harmonized with our core ethos and objectives. I delved deep into market dynamics, meticulously analyzing competitors and discerning unique selling propositions that could set us apart in the bustling marketplace.
19/09/2023-27/11/2024	Social Media Marketing Manager Gedi Foods Crafted and executed strategic campaigns to enhance brand visibility and engagement across various platforms. Leveraging compelling content and community engagement tactics.
19/04/2024-present	Social Media Marketing Intern AcadEasy

SKILLS

Graphic designing	●●●●●
Meme marketing	●●●●●
Video editing	●●●●●
Hosting events	●●●●●
Content writing	●●●●●

APPLICATIONS

Adobe photoshop	●●●●●
Adobe illustrator	●●●●●
Corel draw	●●●●●
Adobe after effects	●●●●●
Adobe premiere pro	●●●●●
Microsoft Office	●●●●●

EDUCATION

2020	10th Infant Jesus School
2022	12th College of Commerce Arts & Science
2023 - studying	B.E. (ECE) UIETH, PANJAB UNIVERSITY

PROJECTS

Startup	Did a start-up named yora studies with some of friends in class 11th, where i lead the team. It was an edtech start-up where we created content for smart class for schools and coachings.
Technical Head, Aequitas'24	As the Technical Head of Aequitas'24, I oversaw the planning, coordination, and execution of all technical aspects of the event to ensure its success.I led a team of technicians and volunteers, delegating tasks and ensuring seamless operation during the fest.

REFERENCES

Ritik Singh
Co-founder, AcadEasy