

# NATALIA SHINY

## SOCIAL MEDIA MANAGER / VIDEO CONTENT CREATOR

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### PROFESSIONAL SUMMARY

Creative and data-driven Social Media Manager with over 5 years of experience managing cross-platform campaigns and building engaged online communities. Proven ability to design and execute brand-focused strategies, craft compelling content, and lead content teams across industries including real estate, SaaS, EdTech, and mobile apps. Skilled in analytics, visual storytelling, and growing brand visibility through organic and paid.

### PROFESSIONAL SKILLS

|                       |                              |                            |
|-----------------------|------------------------------|----------------------------|
| Social Media Strategy | B2B & B2C Copy Writing       | AI video Editing           |
| Content Creation      | Technical & Business Writing | YouTube Channel Management |
| Engagement & Growth   | Scripting and Storyboarding  | Social Media Management    |
| Analytics & Reporting | On-Camera/Anchoring          |                            |

### PLATFORMS & TOOLS

|                                  |                                  |                      |
|----------------------------------|----------------------------------|----------------------|
| <b>Design &amp; Visual Tools</b> | <b>Analytics &amp; Reporting</b> | <b>Generative AI</b> |
| Canva                            | Meta Business Suite              | Predis.ai            |
| Figma                            | YouTube Studio / VidIQ           | Mid Journey          |
| Adobe XD                         | Hootsuite / Buffer               | Hey Gen              |
|                                  | LinkedIn Analytics               | ElevenLabs           |
| <b>Productivity</b>              | Google Analytics (GA4)           | lumen5               |
| Microsoft 365 Copilot            |                                  | ChatGPT              |
| Notion                           |                                  | Google Gemini        |

### PROFESSIONAL EXPERIENCE

|  |                               |
|--|-------------------------------|
| <b>Freelance Social Media Manager &amp; Video Producer</b>   | <b>March 2024 - July 2025</b> |
| <ul style="list-style-type: none"><li>Managed content calendars and executed brand campaigns across Instagram, YouTube, Pinterest, X and LinkedIn.</li><li>Handled end-to-end video production – scripting, recording, editing, and publishing.</li><li>Executed end-to-end content creation and social media management for multiple brands and executed brand campaigns across Instagram, YouTube, Pinterest, and LinkedIn.</li><li>Managed content calendars and executed brand campaigns across Instagram, YouTube, Pinterest, and LinkedIn.</li><li>Collaborated with global teams to deliver high-impact campaigns</li><li>Created bilingual content (English–Tamil) and executed influencer collabs and paid boost strategies.</li><li>Led audience engagement through comments, DMs, and community events resulting in 25% higher retention.</li><li>Trained small business teams on social media best practices, platform tools, and creative execution.</li><li>Worked with clients across diverse industries including EdTech, SaaS, Real Estate, Media, E-Commerce, and Personal Branding.</li></ul> |                               |

**Marketing Manager | PriceEasy.AI****Dec 2024 - Jan 2025**

- Designed and executed multi-platform strategies across Instagram, LinkedIn, YouTube, and Twitter.
- Produced high-performing content in visual, written, and video formats to boost brand visibility.
- Collaborated with internal teams and agencies to ensure brand-aligned content and daily publishing.
- Video production using AI tools like Pictory, Predis ai and Hey Gen.
- Increased follower engagement by 40% through interactive posts, contests, and video storytelling.
- Developed strong campaign messaging and brand positioning.
- supported AR/PR initiatives to boost visibility.

**Content & Social Media Manager | BHIVE Workspace****Feb 2023 - Mar 2024**

- Researched trends and scripted content aligned with customer needs and brand messaging.
- Produced demo videos and courses, improving clarity and retention.
- Created SEO content and guides, boosting organic traffic and sales.
- Managed Instagram, YouTube, LinkedIn—growing engagement and leads (+30%).
- Analyzed campaign data to optimize performance and ROI.
- Designed visuals in Canva/Figma to support brand storytelling.
- Executed industry events, webinars, and roundtables
- Wrote UX copy and optimized web content, improving engagement.
- Anchored live sessions to increase brand visibility and trust.
- Drove lead conversions through proactive customer-facing strategies
- Delivered commercial creatives that raised awareness and generated 50+ leads.

**Creative Director / Senior Anchor | Boss Wallah (ex ffreedom app)****April 2020 - Mar 2023**

- Bilingual Anchor: Proficient in English and Tamil.
- Extensive YouTube Channel Management Experience.
- End-to-End Production Expertise in Financial, Business, and Farming Courses.
- Creative Content Creator: Skilled in Scriptwriting for Videos and Social Media.
- Proficient in Social Media Marketing and YouTube Channel Growth.
- Meticulous Quality Assurance Pre-publishing.
- Conducts Impactful Outdoor Interviews with Industry Experts.
- Demonstrated Success in Growing Channels to 500,000+ Subscribers.
- Created optimized YouTube thumbnails, titles, descriptions, and tags to improve video visibility, CTR, and audience retention.
- Experienced in Effective Team Leadership and Management: Oversaw a Team of Six Individuals.

**Digital Publisher And Content Writer | Pepper Media****Jan 2019 - March 2020**

- Wrote and published content for Sony SAB, SET, and Sony Tamil YouTube channels.
- Managed metadata (titles, tags, descriptions) and scheduling for Sony Tamil & Flipkart Video.
- Optimized content for SEO, improving visibility and engagement.
- Published news for India Today and scripted/anchored videos for Tamil Mojo channel.
- Monitored channel performance and maintained content consistency.

**COURSES & CERTIFICATIONS**

- **Google Analytics 4 (GA4) Essential Training**
- **Project Management foundations**
- **Social Media Marketing: Strategy and Optimization**
- **Google ads Essential Training**
- **Figma UI UX Design Essentials**

**EDUCATION****Bachelor Of Arts in Journalism and Mass communication, Industrial Psychology And English**

Garden City College | 2016 - 2019 | Bengaluru