

NATALIA SHINY

Content Creator - Social Media Manager

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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

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

PROFESSIONAL EXPERIENCE

Freelance Social Media Manager & Video Producer

March 2024 - July 2025

- Managed content calendars and executed brand campaigns across Instagram, YouTube, Pinterest, X and LinkedIn.
- Handled end-to-end video production – scripting, recording, editing, and publishing.
- Executed end-to-end content creation and social media management for multiple brands and executed brand campaigns across Instagram, YouTube, Pinterest, and LinkedIn.
- Managed content calendars and executed brand campaigns across Instagram, YouTube, Pinterest, and LinkedIn.
- Collaborated with global teams to deliver high-impact campaigns Created bilingual content (English–Tamil) and executed influencer collabs and paid boost strategies.
- Led audience engagement through comments, DMs, and community events resulting in 25% higher retention.
- Trained small business teams on social media best practices, platform tools, and creative execution.
- Worked with clients across diverse industries including EdTech, SaaS, Real Estate, Media, E- Commerce, and Personal Branding.

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 | 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

1. **Google Analytics 4 (GA4) Essential Training**
2. **Project Management foundations Social Media**
3. **Marketing: Strategy and Optimization Google ads Essential Training**
4. **Figma UI UX Design Essentials**
5. **Digital Marketing Professional Certificate by Content Marketing Institute**
6. **Social Media Marketing Foundations**

EDUCATION

Bachelor Of Arts in Journalism and Mass communication, Industrial Psychology And English
Garden City College | 2016 - 2019 | Bengaluru