

PREEYA KUSHWAHA

EDUCATION

2022 - 2025

BACHELOR OF SCIENCE
PARUL UNIVERSITY

- Graduated in Information Technology

SKILLS

- Social Media Strategy
- Social Media Handling
- Social Media Reporting
- Figma
- Canva
- On-page Seo
- Off-page Seo
- Aem (Adobe Experience Manager)
- Web Analytics
- Google Search Console
- Ahrefs
- SEMrush
- Google Tag Manager
- Creativity
- Digital Marketing
- Wordpress
- Seo (Search Engine Optimization)

CONTACT

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PROFILE INFO

Experienced Social Media Manager with a solid background in digital marketing, content strategy, and audience engagement across multiple platforms. I possess in-depth knowledge of social media trends, analytics tools, and campaign management, with a proven ability to drive brand awareness and online growth. My goal is to leverage my passion for technology and communication to develop impactful strategies that deliver measurable results. I bring a proactive approach to problem-solving, a data-driven mindset, and a strong commitment to staying ahead in the ever-evolving digital landscape.

EXPERIENCE

○ JR.TECH SUPPORT & SOCIAL MEDIA STRATERGIST
SKILLWISE SOLUTION - ONGOING

○ DIGITAL MARKETING INTERN
FLEXIFUNNELS - 3MONTHS

PROJECTS

○ SOCIAL MEDIA MANAGER

- Developed and executed a 3-month content strategy across Instagram, Facebook, and LinkedIn, tailored to the brand's target audience.
- Increased Instagram followers by 65% and Facebook page likes by 40% through engaging posts, reels, and community interactions.
- Boosted overall engagement rate by 75% by implementing a consistent content calendar, hashtag strategy, and audience polls.
- Ran targeted ad campaigns resulting in a 30% increase in website traffic and 20% growth in lead conversions.
- Used analytics tools (Meta Insights, LinkedIn Analytics) to track performance and optimize underperforming content.