

Ashish Koshti

Dynamic and results-driven professional with a proven track record in social media content strategy and brand management. Skilled in creating engaging content, driving brand awareness, and implementing effective marketing campaigns.

B-702, Omkar-2, Nr. Divine Life School, Narol - Vatva Road, Narol, Ahmedabad, Gujarat, 382440

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EXPERIENCE

Bacancy Technology, Ahmedabad - Social Media Content Strategist

September 2022 - Present

- Developing and executing comprehensive social media content strategies to enhance brand visibility and engagement across various platforms.
- Creating and managing content calendars to ensure consistent and timely delivery of engaging posts, articles, and videos.
- Conducting in-depth market research and competitor analysis to identify industry trends and refine content strategies accordingly.
- Collaborating closely with the marketing and design teams to develop and maintain a cohesive brand identity across all social media channels.
- Developed and implemented innovative marketing campaigns to promote product launches, events, and company milestones, resulting in a 40% increase in brand reach and engagement.
- Managing and implementing effective branding activities to promote and cultivate a strong company culture that resonates with employees, and target audiences.

ZURU Tech. India Pvt. Ltd., Ahmedabad - Influencer Research Executive

March 2021 - August 2022

Managing all the major collaboration between brands and influencers from different countries. Seed influencers according to brand niche around the world. Maintaining post collaboration data on spreadsheets. Interact with influencers and convincing collaboration terms.

Aahvan Adventures Pvt Ltd, Ahmedabad — Social Media Executive

February 2019 - March 2021

Managing all the major social media of the company, Run ad campaigns on google AdWords and Facebook. Managing all the major review platforms including Quora. Study analytics and strategize promotions accordingly. Maintain data for the sales department.

Aaj Investment, Ahmedabad — back office executive

April 2017 - Jan 2019

Maintaining data of the client and their investments. Submit online online form of new applications.

SKILLS

Digital Marketing

Social Media Analyst

Excellent verbal and written communication

Facilitation Skills

LANGUAGES

English - ●●●●●

Hindi - ●●●●●

Gujarati - ●●●●○

Marathi - ●●●○○

HOBBIES

Reading

Content Creation

Traveling

EDUCATION

**Diploma in Automobile Engineering, Gujarat Technological University -
2016**

SSC, Jay Somnath Higher Secondary School - 2013