



Uday Maheshwari

Content manager

Personal Info

- ud7247maheshwari@gmail.com
- 7247836204
- Noida, 201301, India
- Indian
- 01/01/2004

Education

- BCA
Amity University
May 2022 - Present

Skills

Social Media

Content Creation

Content Strategy

Teamwork

Creativity

Leadership

Ananytics / Reporting

Summary

Experienced Content Manager with a history of driving content marketing efforts and increasing app traffic. Skilled in creating and managing content for web, app, and social media.

Work Experience

Content Manager, khiladi Adda, Noida

April 2023 - Present

- Collaborated with creative teams to produce compelling content, including videos, infographics, and interactive webpages.
- Developed and managed social media campaigns to reach new audiences and increase brand awareness.
- Utilized analytics tools to track website performance and identify areas of improvement.
- Developed and implemented an editorial calendar to ensure timely delivery of content.

Influencer Marketing Manager, Khiladi Adda, Noida

July 2022 - Present

- Identify and vet potential influencers, negotiating contracts and payment terms to ensure mutually beneficial partnerships
- Collaborate with internal teams, including creative and social media, to ensure cohesive messaging and brand consistency across all channels
- Manage influencer relationships and provide ongoing communication and support to ensure successful campaign execution.

Tournament Manager, Khiladi Adda, Noida

October 2021 - July 2022

- Develop marketing and promotional strategies to drive engagement and viewership, resulting in an average of 150k online viewers per event.
- Analyze event metrics and audience feedback to make data-driven decisions, optimizing future events for better performance