

ANUKRITI SHUKLA

SOCIAL MEDIA SPECIALIST

CONTACT

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📍 Noida, Uttar Pradesh

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EDUCATION

B.Tech (I.T)

2014-2018

Dr. A. P. J. Abdul Kalam Technical University

SKILLS

- Social Media Management
- Online Presence Monitoring
- Strategic Planning
- Client Communication
- Online Marketing Strategies
- Visual Design Basics

INTEREST

- Food Blogging
- Food & Nature Photography
- Social Working

OBJECTIVE

To seek and maintain full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.

EXPERIENCE

Social Media Specialist

Jan 2024- Present, Digital Hub Solution

- Managing social media pages for US clients on Instagram and Facebook, executing targeted campaigns to drive brand awareness and engagement.
- Monitoring online presence for both company and client social pages, analyzing performance metrics to optimize strategies and enhance visibility.
- Actively engaging with followers and LinkedIn connections, responding to inquiries, fostering relationships, and resolving issues promptly.
- Developing and implementing content calendars for company and client social media pages, aligning content with business objectives and audience interests.

Social Media Executive

Sep 2021- Sep 2023, Mastroke

- Managed social media accounts for international clients, including Instagram, Facebook, and Pinterest, to enhance brand visibility and engagement.
- Actively engaged with clients to strengthen customer relationships, addressing inquiries, and resolving issues in a timely manner.
- Developed and executed weekly and monthly content calendars, ensuring alignment with client objectives and target audience preferences
- Implemented strategies to boost posts effectively, maximizing reach and engagement while adhering to budget constraints.