

Loveleen Sharma

Greater Noida

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CAREER OBJECTIVE

Dedicated and results-driven professional with a strong background in managing YouTube channels, song uploading and promotion, sheet management, and social media pages. Proven ability to drive engagement and grow online presence. Seeking a position where I can leverage my skills to enhance content visibility and audience reach.

QUALIFICATION

Qualification – Degree / Diploma / Certificate	School / Board	Year
B.com Graduation	SOL	2018
Senior Secondary School Examination	Sarvodaya Kanya Vidyalaya	2014
Secondary School Examination	Sarvodaya Kanya Vidyalaya	2012

WORK EXPERIENCE

1. As a **Platform Manager** at **Vianet Media Pvt Ltd**, my duties encompass audio cutting, iTunes management through Believe, digital platform uploads, FTP uploads using FileZilla for audio fingerprinting, and Excel-based management for uploads and data tracking. (2018-2021)
2. As a **Senior Content Manager** at **Binaca Tunes Media Pvt Ltd**, I specialized in Facebook Rights Manager, Fuga and FTP (FileZilla) uploads, as well as handling Believe (dashboard) and CRBT (Atlantis) uploads. I also excelled in international content management on platforms like PDL and Hungama Dashboard, and successfully managed content on IPRS and PPL platforms. (2021-2023)
3. I work at **GrooveNexus Entertainment Media Pvt Ltd** as a **Senior Content Executive**. I handled various responsibilities, including the foundational management of our YouTube channel, which involved uploading and promoting songs, as well as overseeing sheet management. Additionally, I took charge of revamping our Facebook and Instagram pages to enhance engagement and visibility. (Feb 2023-till now)

Responsibilities

- Successfully managed and curated content for the YouTube channel, ensuring consistency in uploads, quality, and branding.
- Conducted keyword research and implemented SEO strategies to optimize video visibility and increase organic traffic.
- Analyzed performance metrics using YouTube Analytics and implemented data-driven improvements to enhance audience engagement.
- Orchestrated the seamless uploading of songs to various streaming platforms, ensuring accurate metadata and cover art.
- Develop and implement a content calendar for daily festival-related community posts.
- Facilitate discussions, polls, and contests to boost community engagement.
- Organize and promote live streams, ensuring maximum reach and engagement.
- Monitor real-time audience interactions and implement strategies to enhance engagement.

COMPUTER SKILLS

- Operating Systems (Windows XP/Vista/7/8/10)
- Microsoft Office (Word, Excel, Outlook, PowerPoint)
- Internet or basic computer operation.
- Social Networking Promotion, Facebook, YouTube, Digital Platforms.

PERSONAL SKILLS / STRENGTH

- Ability to work in a team environment.
- Capability to supervise the work of others.
- Fast learning ability, Punctuality, Reliable at all atmospheres

HOBBIES

- Travelling / Adventure
- Surfing Internet, YouTube, Social Networking Sites
- Listening to Music

PERSONAL DETAILS

Father Name	:	Ajay Sharma
Date of Birth	:	17.08.1995
Gender	:	Female
Marital Status	:	Single
Nationality	:	Indian
Telephone	:	+91 8744071510
Languages Known	:	English, Hindi
Mobility	:	Active and Dynamic, Adaptive to all Situations.

I hereby declare that the given information is true to the best of my knowledge. I am a person of integrity with a good positive attitude. I am an honest, sincere, hardworking person. I am consistent, resourceful, intelligent, and creative at work. If I am given a task to perform, I will do it with dedication and sincerity.

(Loveleen Sharma)