

Manakonduru Koushik Chandra

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Summary

As an experienced marketer who has delivered results for a wide range of clients and have a solid understanding of promotional campaign performance metrics. Experienced Campaign Manager with expertise in reporting, documentation and compliance. Adaptable team player adept at working in high-volume, demanding environments.

Skills

- Social media Marketing
- Proactive Learner
- Client Communication
- Reporting & Documentation
- Team Building & Management
- Food & Beverages

Experience

Paid Social Analyst, Techfosys Software Solutions - Chennai March 2021 – Present

- Developed and implemented social media strategies to increase **brand awareness and engagement**.
- Managed **end to end campaigns** for various social media platforms including **Facebook, Instagram, LinkedIn**.
- Analyzed key metrics to measure the success of campaigns on a regular basis.
- **Drafted monthly reports** outlining progress against goals set by the client.
- Assisted with **budget management activities** such as tracking expenses and made excel reports for clients.
- Developed and implemented successful social media strategies across multiple platforms. Monitored and reported on **feedback, insights, and customer engagement metrics**.
- Generated leads through social media activities such as **contests and promotions**.
- Optimized existing campaigns to **maximize ROI** while ensuring brand consistency.
- **Trafficking, Monitoring, and optimizing campaigns** on various social media platforms.
- Analysing and interpreting data to make strategic decisions and optimise campaigns performance.
- Communicating campaigns performance and results to the clients, and delivering recommendations for the ongoing campaigns Responsible in preparing **campaign audits** for the newly onboarded projects.
- Taking care of **client relationships** and acting as the main point of contact for all the inquiries Staying up-to-date with industry trends and best practices to ensure campaigns are innovative and effective.

Education

B.Sc (computers), Vijay sai degree college, Nizamabad, Telangana

July 2015 – May 2018