



ALKA BISHT

CONTENT & SOCIAL MEDIA MARKETING MANAGER

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SUMMARY

Creative and results-driven Content & Social Media Marketing Manager with over 3.5+ years of experience in content creation, social media management, and brand strategy. Proven ability to drive engagement, optimize campaigns, and analyze performance metrics for continuous improvement. Skilled in handling multi-platform social media operations, reporting, and client communications.

WORK EXPERIENCE

AMK Global Group Manager, Content & Social Media

April 2023- Present

- Responsible for publishing and community management across LinkedIn, Twitter, Facebook, Instagram, and YouTube, increasing engagement by 30% in 4 months.
- Developed and managed a social media content calendar, ensuring brand consistency and timely delivery of content.
- Edited social media posts for campaigns aligned with brand guidelines and messaging, ensuring high-quality delivery.
- Monitored brand security across social channels, promptly flagging and mitigating risks.
- Tracked and analyzed social media KPIs, providing actionable recommendations to optimize performance.
- Supported paid social media strategies and execution on LinkedIn, Meta, and Google Ads, contributing to successful campaigns.
- Delivered weekly, monthly, and quarterly analytics and social media performance reports, building dashboards and deriving insights to enhance campaigns.
- Communicated effectively with clients for campaign planning and reporting, maintaining strong relationships

AMK Global Group Content & Social Media Specialist

Feb 2022 - April 2023

- Supported the execution of digital marketing campaigns that resulted in a 10% increase in lead generation through improved targeting and optimization.
- Managed website content updates, optimized blog posts for SEO, and improved organic search rankings, significantly enhancing the company's digital presence.
- Collaborated on email marketing campaigns, which contributed to a 25% increase in open rates through strategic content development and segmentation.
- Collaborated with stakeholders and UX teams to provide actionable insights from social media analytics, ensuring business relevancy.

Conexus Network Solutions Pvt Ltd.
Content Specialist

Aug 2021 - Jan 2022

- Assist in developing and implementing social media campaigns and strategies.
- Conduct research on industry trends, audience preferences, and competitor activities.
- Suggest creative ideas for new posts, campaigns, or content formats.
- Develops engaging and high-quality content, including blogs, articles, and social media posts, tailored to target audiences.

RG Media Services LLP
Content Writer

May 2021 - Aug 2021

- Worked closely with marketing teams to create compelling copy for campaigns, resulting in enhanced brand messaging and improved customer retention.
- Worked on keyword research and SEO best practices to improve content discoverability and increase organic traffic.
- Developed engaging content for digital platforms, driving audience engagement and increasing website traffic by optimizing for SEO.

INTERNSHIPS

Content Writer

Feb 2021- April 2021

Applanding. page

Content Writer

Nov 2020- Dec 2020

HUMCEN

Content Editor

Oct 2020

TechGeekers

CERTIFICATIONS

Advance Digital Marketing
IIM SKILLS

Content Marketing
IIM SKILLS & Hubspot

Email Marketing
Hubspot

Google Analytics for Beginners
Google

Advance Google Analytics
Google

Google Ads Search
Skillshop

Fundamental of Digital Marketing
Internshala

EDUCATION

Master of Business Administration (Online)

Graphic Era Hill University

Present

Bachelor of Business Administration

Graphic Era Hill University

2018-2021

PROJECTS

Freelancer Writer & SEO Expert for IT Company
Seonads/Astrocorp

Feb 2024

Guest Blogger
IIM SKILLS

May 2021-Jan 2022

Written Articles for Times of India

July 2021

Content on Quora

2020-Present

77K content views 2.3K this month

<https://www.quora.com/profile/Alka-Bisht-19>

SKILLS

- Content Strategy & Development
- Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.)
- Branding & Employer Brand Enhancement
- Copywriting & Editing
- Team Leadership & Mentorship
- SEO & Keyword Optimization
- Analytics Metrics
- Paid Advertising (Facebook Ads, Instagram Ads, Google Ads)
- Email Marketing Campaigns
- Community Engagement
- Video Shoots for brand
- Testimonial shoots with clients
- Building and maintaining strong relationships with clients.