

# TANMAY GAIROLA

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## CAREER OBJECTIVES

Self-taught Freelance Social Media Manager with 3 years of experience creating and growing multiple viral social media pages to a collective 3M+ followers. Relentlessly focused on generating revenue through the use of social media.

## WORK EXPERIENCE

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### Freelancer

#### *Social media manager*

- Successfully created and grew 6+ social media accounts with over 100k+ followers, including pages like anxietyhealer (600k+ followers) and selfcareisajourney (500k+ followers).
- Developed and implemented strategic content for mental health services and entertainment industry on Instagram and other social media platforms.
- Conducted competitive research and benchmarking to understand target audience and goals.
- Collaborated with multiple companies, agencies, and influencers to promote their products and services on these accounts.
- Built drop-shipping businesses around these pages to maximize revenue.

### Bewakoof

#### *Social Media Executive*

- Brainstormed with marketing managers to create original content and digital campaigns for Instagram and Facebook.
- Managed social media contents including Instagram and Facebook on a daily basis.
- Negotiated micro-influencer contracts for all influencer collaborations.
- Created concepts for social-first shoots with influencer talent, attending the shoot as the first point of contact for the influencer.
- Monitored trends, created and scheduled content calendars in Microsoft Excel, and analyzed results.
- Monitored the content and blog posts of competitors.
- Provided regular reports showcasing overall growth of channels.

### Aristok Technologies

#### *Business Analyst & Performance Marketer*

- Worked on developing marketing initiatives for esteemed brands including CFS, Medikabazaar, Pepperfry, and MarketsMojo.
- Gathered and analyzed client requirements, ensuring the successful execution of diverse marketing projects.
- Led comprehensive performance marketing campaigns, specializing in paid Google Search Ads, Facebook Ads, and YouTube Ads.
- Collaborated with cross-functional teams to optimize brand strategies and enhance overall marketing effectiveness.
- Seamlessly transitioned between performance marketing and branding efforts to meet client objectives.
- Developed a keen understanding of the importance of numbers and analytics, leveraging data-driven insights to approach problems and formulate effective solutions.

## RELEVANT COURSES

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*GrowthSchool Performance Marketing Mentorship Program*  
*Google's Digital Marketing and E-commerce course*

## Social Media Links

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1. [AnxietyHealer](#)
2. [Selfcareisajourney](#)

## EDUCATION

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**Graphic Era Hill University**  
*B.Sc. in Animation & Gaming*

## SKILLS & INTEREST

**Skills:** Instagram, Facebook, Pinterest, YouTube, TikTok, Hootsuite, content management, Google Analytics, Photoshop, Illustrator, Paid Social Media, Paid Ads.

**Interests:** sports, drawing, cryptocurrency & coding