



Sushmita Kshatri

Social Media Executive

To pursue a dynamic and challenging career with an organization of repute and to subsequently add value to the organization as well as offer the opportunity to enhance my professional skills thereby giving a high level of satisfaction and recognition. Area of specialization includes spoken Proficiency, Problem-Solving, and Effective Communication skills.

Contact

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Address

Gurugram, Haryana

Education

J. D. Birla Institute, Kolkata
B.Com Hons.
2019-2022

Expertise

- Communication
- Content Creation
- WordPress
- SEO
- Keyword Research
- Video Creation
- YouTube SEO
- Instagram Algorithm
- Leadership
- Negotiation

Internships

- **Taj Hotels, CCNT, Kolkata**
Finance Intern
May 2022-June 2022

Professional Experience

VAIR Community| Brand & Marketing- Lead

December 2023- Present

- Passionate Brand & Marketing Lead driving growth at VAIR Community
- Created engaging and shareable content across multiple platforms, including YouTube informative videos and blog posts.
- Creating engaging social media content and optimizing posts to align with algorithms.
- Skilled in content review, ensuring top-notch quality for YouTube uploads.
- Create high-quality, engaging educational content with blog posts.
- Optimize content for SEO and user experience, promoting discoverability and usability

iQuanta Edu. Pvt. Ltd.| Marketing Executive

June 2023-October 2023

Key Responsibilities:-

- Created engaging and shareable content across multiple platforms, including YouTube informative videos, Instagram reels, articles, blog posts, social media posts, and infographics.
- Developed and executed content strategies to increase brand awareness, engagement, and online presence.
- Conducted in-depth research to generate original and relevant content ideas aligned with target audience interests.

iQuanta Edu. Pvt. Ltd.| Sales & Operations Executive

August/2022-June/2023

Key Responsibilities:-

- Collaborated with sales and marketing departments to support client acquisition.
- Developed highly empathetic client relationships and earned reputation for exceeding service standard goals.
- Consulted with outside parties to resolve discrepancies and create effective solutions.
- Promptly responded to inquiries and requests from prospective customers.