

# Anjul Trivedi



## Contact



Noida West, U.P.



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## Languages

English

Hindi

## Personal Details

DOB: 25 April 1995

Father's Name: Ajay Trivedi

Hobbies: Content creation  
for social media account.

## Summary

Reliable, Knowledgeable, and highly organized team player with excellent communication skills, team building and relationship management.

## Skill Highlights

- Managing Public Relation activities
- Digital Marketing Campaign
- Social Media Marketing
- Marketing communications plan including strategy, goals, budget, and tactics.
- CRM & Cross Selling.

## Experience

### Social Media Manager – April 2024 to April 2025

**Amazing India MY**, Kuala Lumpur, Malaysia

- Managing engaging content across social media platforms (Instagram, Facebook, Twitter, TikTok etc.)
- Developing social media campaigns to promote products and special offers
- Monitoring and analyzing social media performance metrics
- Collaborate with the marketing and design teams for brand consistency

### Social Media Optimization Executive – March 2023 to December 2023

**Impressico Business Solutions**, Noida, India

- Using social media marketing tools to create & maintain the company & client's brands.
- Interacting with stakeholders via company's social media accounts.
- Researching social media trends & informing clients of changes that are relevant to company's marketing activities.
- Analyzing the client's digital marketing plan & identifying strategic weaknesses & making recommendations for improvement.
- Setting key performance indicators (KPIs) for social media campaigns, such as target certain numbers of shares & likes & measuring campaign's performance against the KPIs.

### Social Media Executive – November 2019 to February 2023

**Online Apes Media**, Ghaziabad, India

- Managing Blogger and Influencers Outreach program for clients.
- Managing client's presence on social media by posting new contents and replying to queries and comments.
- Creating new content for client's social media campaigns
- Monitoring latest trends on social media and updating clients.
- Customer Relationship Management and Digital Marketing campaigns for clients.

## Education

Master of Arts: **Education** - 2019

**CSJMU, Kanpur**, India