



# PRABHAKARAN S

Social Media Marketing Manager  
Creative Marketing Strategist

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Mogappair, Chennai.

## About Me

Visual communicator and creative Social media marketer. Skilled in design, photography, video, Paid Ads. Experienced in brand storytelling. Currently Social Media Marketing Manager at Shotstocks, passionate about impactful digital experiences.

## Skills

- Project Management
- Problem Solving
- Creativity
- Leadership
- Concept Ideation & Development
- Team Work

## Expertise

- Photography
- Visual Design
- Videography
- Editing
- Social Media Marketing

## Education

### 2010 -2013 B.Sc Visual Communication

Vels University, Chennai.

### 2008-2010 HSC

Velammal Matriculation Higher Secondary School Chennai.

### 2008 SSLC

Velammal Matriculation Higher Secondary School Chennai.

## Work Experience

### 2020- Present. Shotstocks

ROLE: Social Media Marketing Manager

Key responsibilities : Social Media Management, Brand Promotion, Social Media Strategy, Marketing Strategy.

### 2018 - 2020 Noise & Grains

ROLE : Content Producer & Social Media Marketer.

Key responsibilities :Content Production, Promotional Events Planning and Execution, Social media Promotions & influencer Collaborations

### 2017-2018. Lionize Productions

ROLE : Content Producer & Social Media Executive,

Key responsibilities : Content Creations. Social Media Designs, Uploads & Management.

### 2014-2017 4 years Freelancing social media marketing & Content production.

Worked with various brands as Social media Marketer & Content Producer.

## Tools



Canva



ChatGPT

# PROJECTS

- Tony & Guy Essensuals
  - Asian Paints Private Limited
  - Diva - Celebration Lounge
  - Madarase Fashion Shows
  - 24K Luxury Salon
  - Ilayaraja Concert
  - Namma Ooru Hero TV Shows
  - Mysore Fashion Week
  - Karat & Carat Diamonds
  - Hapipola
  - Music Albums
  - Athulya Assisted Living Ad
  - Lessy Messy Ad
  - Suriya Super Singer Show
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## ACHIEVEMENTS

- Orchestrated social media, digital marketing, and content promotion for "Mr. & Miss. Madarase" pageant show in 2018.
  - Spearheaded Asian Paints campaign, engaging 5000 painters for a major event.
  - Orchestrated Tony & Guy Essensual's social media strategy, encompassing content planning, content production, paid campaigns, and influencer collaboration from launch.
  - Successfully crafted contents, managed social media, executed paid campaigns and orchestrated influencer campaigns for Karat & Carat Diamonds.
  - Strategized content planning and executed effective content promotions for Mysore Fashion Week.
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## STRENGTHS

- Proficient in managing various social media channels, content creation, and community engagement.
  - Experience in crafting narratives and fostering meaningful connections with the audience.
  - Familiarity with analytics, tracking, and optimization tools.
  - Hands on experience working in Social Media Platforms like Facebook, Instagram, LinkedIn, X, Pinterest, Tiktok, WhatsApp and Telegram
  - Extensive Knowledge in Quora, Reddit & discord providing a valuable skill set for diverse social media platforms
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I am committed to leveraging my expertise in social media management, content production, and content marketing to deliver impactful campaigns. With a proven track record of driving engagement and fostering brand growth, I am poised to contribute my skills to dynamic teams and make lasting contributions in the ever-evolving landscape of marketing and media.

THANK YOU