

ANVAY AYARE

Social Media Specialist

CONTACT

- 9869174334
- anvayayare4@gmail.com
- Chunabhatti, Mumbai - 22

EDUCATION

- 2013 - 2016
VIDYALANKAR SCHOOL OF
INFORMATION TECHNOLOGY
- Bachelors in Information Technology
- 2011 - 2013
S.I.W.S COLLEGE
- Higher School Education

SKILLS

- Social Media Strategy & Campaign Management
- Marketing Analytics & Reporting
- Content Creation & Brand Management
- Influencer Marketing & Community Engagement
- Google Analytics & SEO Optimization
- Paid Advertising Campaigns

LANGUAGES

- English: Fluent
- Hindi: Fluent
- Marathi: Fluent

HOBBIES

- Playing Cricket
- Dancing
- Travelling

CERTIFICATION

- Advanced Diploma in Digital Marketing from DMTI Softpro

PROFILE SUMMARY

Dedicated Social Media Specialist with 8 years of experience in crafting and executing impactful social media strategies. Adept at driving engagement, increasing brand visibility, and generating leads through both organic and paid campaigns across platforms like Instagram, Facebook, and LinkedIn. Proficient in using tools such as Buffer, Hootsuite, Meta Business Suite, Sprout Social, and Google Analytics to streamline scheduling, monitor performance, and optimize campaigns. Skilled in analytics, content creation, and community management, with a strong focus on data-driven results and creative storytelling.

WORK EXPERIENCE

Balaji Telefilms - Altt Balaji Mar 2025 - Present

Social Media Manager

- Develop and execute platform-specific social media strategies to drive viewership, engagement, and subscriptions for ALTBalaji shows
- Create buzz-worthy, trend-driven content (memes, reels, stories, posts) around web series, movies, and original content
- Plan and manage content calendars around show launches, teasers, trailers, and key promotional moments
- Monitor fan sentiment, audience reactions, and trending conversations—engage actively with fandoms and viewer communities
- Craft strong narratives across social media that reflect ALTBalaji's bold, edgy, and youth-centric brand tone
- Track and report campaign performance metrics (reach, engagement, viewership, conversions) with actionable insights
- Ideate and execute real-time, moment marketing content relevant to pop culture and current events

Onsitego Aug 2023 - Dec 2024

Social Media Specialist

- Developed and implemented social media strategies to drive brand awareness, engagement, and follower growth across platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Created, scheduled, and managed high-quality content, including posts, stories, and videos, aligned with brand voice and marketing goals.
- Monitored social media performance using tools like Meta Business Suite, Hootsuite, and Google Analytics, providing insights to optimize campaigns.
- Engaged with audiences through comments, messages, and community management to foster relationships and improve customer satisfaction.
- Collaborated with creative teams to produce visually appealing content and partnered with influencers for promotional campaigns.
- Managed paid social media advertising campaigns to drive traffic, generate leads, and increase conversions.
- Conducted competitor analysis and trend monitoring to refine strategies and stay ahead in the digital landscape.
- Prepared detailed reports on campaign performance and key metrics for stakeholders.

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WORK EXPERIENCE

- | | |
|--|----------------------------|
| Quadrific Media Pvt Ltd | OCT 2018 - AUG 2023 |
| Sr Digital Marketing Executive | |
| <ul style="list-style-type: none">Developed and executed digital marketing strategies across SEO, SEM, social media, email marketing, and display advertising to enhance online presence and achieve business goals.Managed multi-channel campaigns, optimizing performance through A/B testing, audience segmentation, and analytics tools like Google Analytics and Facebook Insights.Improved search engine rankings with SEO best practices and managed paid advertising campaigns to maximize ROI.Created engaging social media content, collaborated with influencers, and implemented strategies to increase brand visibility and engagement.Designed and launched targeted email marketing campaigns using automation tools, enhancing lead nurturing and conversions.Collaborated with cross-functional teams and mentored junior members to deliver cohesive and impactful marketing efforts.Proficient in digital tools and platforms, including Google Ads, Facebook and Instagram Insights and Hootsuite. | |
| VMA Global Solutions | JAN 2017 - APR 2018 |
| Digital Marketing Associate | |
| <ul style="list-style-type: none">Managed all search engine optimisation and marketing activitiesManaging all the SEO activities such as content strategy and keyword strategy to increase ranking on major search networksPerforming ongoing keyword research including discovery and expansion of keyword opportunitiesGathering and analyzing consumer behaviour data (e.g. Web traffic and rankings) | |