

# Basavaraj P. M

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## Professional Summary

Results-driven Social Media Specialist with 8+ years of experience in managing and scaling digital marketing campaigns across Facebook, Instagram, LinkedIn, Twitter (X), YouTube, and Snapchat. Proven track record of increasing brand visibility, engagement, and lead generation through content strategy, paid ads, influencer collaborations, and SEO-driven campaigns. Strong expertise in social media analytics, audience growth, and performance optimization. Adept at client servicing, campaign reporting, and guiding creators/brands to maximize digital presence.

## Core Skills

- Social Media Strategy & Campaign Management
- Paid Advertising: Google Ads, Meta Ads, LinkedIn Ads, YouTube, Snapchat
- Social Media Tools: Hootsuite, Buffer, Sprinklr
- Analytics & Reporting (KPI Tracking, ROI Measurement)
- SEO & Website Traffic Optimization
- Community Management & Client Servicing
- Content Writing & Creative Ideation
- Trend Analysis & Competitor Benchmarking

## Certifications

- Facebook Ads & Google Ads – Jobaaj Learnings
- Digital Marketing & Media Foundations – Simplilearn
- Fundamentals of Digital Marketing – Google
- Sprinklr Social Analyst Pro

## **Professional Experience**

### **Social Media Manager**

TrendLoud Digital India Pvt. Ltd. | Aug 2019 – Sep 2023

- Managed social media strategy and execution for brands including ZEE5 & Levista, boosting engagement by 40%.
- Planned and executed content calendars across Facebook, Instagram, Twitter (X), and YouTube.
- Onboarded and grew YouTube channels, collaborating with designers, editors, and creators to produce impactful video content.
- Developed KPI dashboards and delivered insights to optimize campaigns and improve ROI.
- Worked closely with clients, celebrities, and influencers to drive brand campaigns globally.

### **Community Manager**

Dentsu Aegis Network (Isobar.com) | Oct 2017 – Jun 2019

- Led social campaigns for Sun Network TV shows, enhancing brand recall and audience engagement.
- Executed multi-platform campaigns (Facebook, Snapchat, Pinterest, Twitter, LinkedIn).
- Conducted campaign activation, optimization, and ROI reporting.
- Handled content rights, claims, and policies across digital platforms.
- Collaborated with clients and media houses for successful digital promotions.

### **Social Media Executive**

GrEYnIum Information Technologies Pvt. Ltd., Bengaluru | Jun 2013 – Apr 2017

- Managed official social media accounts, creating and scheduling content across platforms.
- Increased web traffic and engagement through SEO and content marketing strategies.
- Monitored competitor activity and generated monthly performance reports.
- Built and nurtured online communities, improving brand presence.
- Partnered with content writers to deliver high-quality campaigns.

## **Education**

Bachelor of Computer Applications (BCA)  
MITS University, Mangalore | 2011 | 61%