

Rushendrar Birudala

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SUMMARY

Social Media Marketing professional with 2 years of experience in content creation, media relations, internal communications, and event management. A passionate individual specializing in B2B Marketing/Comms for Media, Advertising + Tech. My portfolio (link in header).

RELATED SKILLS

- **Tools & Software:** Canva | Adobe Premiere Pro | Adobe After Effects | Hootsuite | TikTok | Instagram | Jira | Asana | G Suite | MS Office | Google Analytics | WordPress | ChatGPT | Google Ads | Google Keyword Planner
- **Project Management:** B2B Communications | Vendor Management | Event Management | Social Media Strategy Development | Budget Management | Website Management
- **Functional:** Detail-Oriented | Time Management | Strong Written & Verbal Communication Skills |

PROFESSIONAL EXPERIENCE

MULJI CREATIVE GROUP

New York, NY

Social Media Content Creator

August 2022 -Present

- Created content and campaign support material in line with content strategy; pitch fully formed ideas to clients for effective content for the client's target audience.
- Developed monthly reports on emerging social media trends – analyzed long-term needs for strategy.
- Create and edit photo, video, and graphics content daily to support client content output.
- Monitored SEO and user engagement and suggested content optimization.
- Set key performance indicators (KPIs) for social media campaigns and measured a campaign's performance against the KPIs using Google Analytics.

QUANTCAST

New York, NY

Social Media Coordinator

January 2022 -April 2023

- Built & monitored campaigns using vendor platforms/Hootsuite across various social media channels including LinkedIn, Instagram, and Meta, resulting in +15% increase in following.
- Conducted research to determine audience preferences and discover current trends, resulting in the development of targeted content that increased engagement by 24% and brand awareness.
- Created engaging text, image, and video content using various platforms, including Canva and Adobe Photoshop, to support marketing initiatives and sustain readers' curiosity, effectively driving customer engagement and generating 34 leads that resulted in sales kick-offs.
- Supported all marketing efforts, including B2B copywriting for blog posts, LinkedIn and website content to generate brand awareness and visibility.
- Worked with the internal marketing team on a monthly content calendar, ensuring that social media campaigns aligned with overall marketing strategy and objectives.
- Monitored web traffic and SEO performance, utilizing analytics tools such as Google Analytics to measure the effectiveness of social media campaigns and optimize content for maximum engagement.

EDUCATION

- **B.S., Bachelor of Science**, Electrical Engineering at Georgia Institute of Technology **May 2020, GPA 3.20**