



# Samsuddin Khan

SOCIAL MEDIA MARKETING EXECUTIVE



## ABOUT ME

Highly driven Social Media Marketing Professional skilled in creating engaging content, analysing performance metrics, and running multi-platform campaigns. I combine my technical background (Web Development + Data Analytics) with creative marketing strategies to help brands grow. Strong ability in trend research, audience engagement, and campaign optimisation.

## EDUCATION

**(2022-2026)**

Bachelor of Technology  
Computer Science Engineering  
GANDHI ENGINEERING COLLEGE  
SGPA : 7.5

## CONTACT

- 7978333899
- samsuddin79786@gmail.com
- linkedin.com/samsuddin-khan
- Bhubaneswar , odisha

## SKILLS



Social media skill



Copywriting and editing skill



Algorithms and search engine optimisation



Good communication and leadership

## EXPERIENCE

### **Social Media Marketing – (Freelance)**

INSTAGRAM

- Handled small business accounts for branding & lead generation.
- Designed creatives using Canva & Adobe Express.
- Developed content calendars and monthly growth plans.
- Increased engagement by applying algorithm-based posting strategies.

### **Social Media Intern (College Projects)**

GANDHI ENGINEERING COLLEGE

- Assisted in managing college club pages on Instagram & Facebook.
- Created posters, event promos, and student engagement posts.

## TOOLS

- Canva • CapCut • Meta Business Suite • Creator Studio • Google Analytics • Hootsuite • Buffer • Adobe Express