



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

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- 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