



SUMMARY

Results-driven Social Media Manager with 2 years of experience in strategizing, managing, and optimizing brand presence on Instagram, Facebook, and YouTube. Successfully handled digital marketing for Gadget Gallery Official with over 17K+ subscribers on youtube and Anushashan with Amita and instagram influencer and dietician, increasing audience engagement and follower growth.

EDUCATION

SOL DU University

Bachelor's Degree in B.Com Programme
2021-2024

LAL BAHADUR SHASTRI INSTITUTE

Graphic Designer DGD course
2022-2023

RAJKIYA PRATIBHA VIKAS VIDHYALAYA

10th Passed with 74% & 12th Passed with 65%
2014-2021

SKILLS

Social Media Analytics – Tracking metrics like reach, engagement, and conversions to optimize strategy.

Paid Advertising & Promotions – Running effective ad campaigns on platforms like Facebook, Instagram, and YouTube.

Community Management – Engaging with the audience, responding to comments, and building brand loyalty.

Trend Analysis & Adaptability – Keeping up with social media trends and algorithm changes.

Content Strategy & Creation – Planning and creating engaging posts, reels, and stories.

PROFESSIONAL EXPERIENCE

Videographer, Editor, Social Media Manager

Gadget Gallery Official | Present

- Editing the video, Reels and short videos for Instagram.
- Shooting videos for the reels and long videos
- Prepare scripts for the videos and reels.
- Handle confidential information and documents and account passwords.
- Relation making with new clients and subscribers.

Video Editor and Graphic Designer

Anusashan with amita | 2022 APRIL - 2022 November

- Editing the video, Reels and short videos for Instagram.
- Coordinate and schedule meetings and conferences with Amita the owner of the account.
- Prepare and distribute meeting agendas, minutes, and other relevant materials such as the raw data for the reels and videos.
- Handle confidential information and documents with discretion and maintain their proper organisation like account

Customer Advisor (Amazon)

Concentrix MNC | 2023

- Assist Customers – Provide support via chat, email, or phone, helping with orders, refunds, returns, and product inquiries.
- Resolve Issues – Address customer complaints, troubleshoot problems, and ensure a positive shopping experience.
- Provide Recommendations – Suggest products, promotions, or solutions based on customer needs to enhance their experience.
- Ensure Policy Compliance – Follow Amazon's guidelines and policies while handling customer interactions to maintain service quality.
- Document and Escalate Cases – Record customer interactions accurately and escalate complex issues to higher support levels when needed.

