

SIMRAT SAINI

Social Media Marketing | Digital Marketing

• simrat.saini25@gmail.com



+91 7834918190



New Delhi, India

SKILLS

- Social media management
- Strategizing and creative thinking
- Business development
- Market strategies
- Marketing
- Team Management
- Decision-making
- Communication and networking
- Research
- Leadership

KEY HIGHLIGHTS

- Helped clients achieve business development and business growth goals through forward thinking social media marketing strategies.
- Executed 360-degree holistic plan for Zee Mount Litera Schools International to cater to the maximum potential audience via registration links, seminars, webinars, videos about the school values and principles.
- Part of team for Organic Harvest's #OrganicIsReal campaign pitching and delivering content from scripting to production stages.
- Led social media management for Sodexo and Pearl Academy.

PROFILE SUMMARY

Passionate, driven, and creative Social Media Manager with a keen interest in Brand Management. Over 5 years of experience in managing Social Media platforms. Demonstrated expertise in market strategy and execution of campaigns on the bank of strong decision-making skills. Out-of-the-box and quick thinking, with progressive outlook. Adept at working in collaborative environments in hands-on roles.

CAREER HISTORY

Social Media Manager, (Content writer + Project Manager) Finesse Interactive, Janakpuri, December 2021 - Till date

→ Analyze customer expectations according to past social media activity

- Develop social media campaigns
- Define KPIs and KRAs for social media campaigns
- Update social media content across all channels
- Engage with customers and followers
- Use social media marketing tools such as Buffer and Hootsuite (mention any social media marketing tool that you are currently using or plan to use)
- Monitor campaigns and analyzes data obtained
- Monitor SEO and web traffic metrics
- Establish relationships with social media influencers to develop a strong network
- Develop content or get it done by content developers
- Keep an eye on social media trends
- Communicate effectively to all stakeholders including senior management and content developers

- Create Meta descriptions for brands like Amazon India, Deloitte India, Vestige India and more.
- On-site & off-site blog & article writing
- Social media strategy paid & organic strategy
- Handling over-all projects as a project manager
- Pitch new brands and work with the new business team on project requirements
- Part of creative teams responsible for conceptualizing and pitching campaigns.
- Responsible for handling the creation and execution of International News strategy.

Social Media Manager, Freelance, April 2021 - November 2021

- Managed social media content for the company, developing and updating content on routine basis.
- Styling and directing videos & photoshoot for all the social media handles.
- Increased Instagram following over 157% in Q2 & Q3, Twitter 46% and Facebook 21.4%.

Social Media Executive, ARM Worldwide, Gurugram & Mumbai, June 2018 to March 2020

- Responsible for handling the creation and execution of International News strategy.
- Promoted collaborative editorial projects for the organization.
- Strategized and developed trending and innovative content for social media, with graphics and videos.
- Part of creative teams responsible for conceptualizing and pitching campaigns. Potential clients included MTV and Honda.
- Led several trending campaigns for notable clients across popular social media platforms.
- Coordinated with various professionals to solicit contributions and provide business resources to members of the organization.
- Responsible for conducting preliminary reviews of all content to meet editorial standards.
- Mentored directly by the CEO/Executive Director to take on greater responsibility within the organization.

Assistant to Marketing Manager, Price and Accountant, 2017

- Assisted Marketing Manager in planning and executing strategies for various clients.

EDUCATION

**MA Marketing
Communication, University
of Westminster, London,
2016-2017**

Buyer Behaviour for Marketing
Communication

Contemporary issues of
integrated marketing
communication, Marketing and
Brand Strategy, Marketing and
Media

Research Management, Direct
Marketing and Social Media,
Promotional Marketing and
Event Management, Public

Relations and Reputation
Management, Advertising
Management and Brand
Delivery

**BA (Hons) English, Amity
University, Noida, India,
2013-2016**

**Intermediate, S S Mota Singh
School, India, 2013**
Economics, Hindi ,English,
Political Science, Geography.

→ Attended events on behalf of the company for networking
and to expand skill set and learnings on the job.

Intern, Social Media, Celebrity FM (UK), 2017

→ Managed social media content for the company, developing
and updating content on routine basis.

→ Developed popular content for human interest columns on
Hollywood celebrities including feature stories and interviews.

FIND ME ONLINE



Instagram

<https://bit.ly/3FgnSaS>



LinkedIn

<https://bit.ly/3HiTuhI>

REFERENCES

Available on request.