



Ravi Kumar

SOCIAL MEDIA MARKETER

EXECUTIVE SUMMARY

3+ years of social media marketing experience focused largely on Facebook, Instagram, Twitter, LinkedIn and YouTube.

Adept at researching and understanding brands from both marketing and business perspective, resulting in the ability to work with little need for direct management

WORK EXPERIENCE

SOCIAL MEDIA MANAGEMENT – CONSULTANT

IIHS | Apr 2020 – Present

- Managing and updating information about TNUSSP & CWIS and engaging with users on social media sites such as Twitter, Facebook, LinkedIn, Instagram, YouTube, etc. in a consistent manner
- Leveraging posts/blogs/videos from others in similar spaces and posting our point of view
- Managing all channels in a hands-on manner
- Writing across different platforms and performing quality checks on content
- Providing support in developing blogs
- Maintaining a weekly content calendar for publishing content across the TNUSSP social media handles
- Building a pipeline of videos, GIFS, infographics etc. as content
- Building an influencer list and competitor list while identifying trending hashtags and relevant handles to be tagged, and regularly updating this list
- Tracking spend and interactions on all digital media platforms
- Creating weekly and monthly reports for tracking programmes
- Travelling to other locations for live social media activity and supporting other institutional events as and when required

TECHNICAL SKILLS

Facebook Ads
Instagram Ads
Twitter Ads
LinkedIn Ads
Google Ads
Social Reporting
Social Listening
Social Monitoring
SEO Basics
Marketing Strategy
Trend Spotting
Lead Generation
Image Creation

CERTIFICATIONS

Facebook Blueprint
HubSpot Inbound Marketing
SEMrush Social Media Toolkit
HubSpot SEO Fundamentals
SEMrush Keyword Research
SEMrush Backlink Management
SEMrush Technical SEO
SEMrush Link Building
Google Analytics
Google Ads Certification

SOCIAL MEDIA ANALYST

Starberry | Oct 2018 – Mar 2020

- Client & Social Media Platform Management
 - Develop relevant content topics to reach the client's target customers
 - Setting up and optimizing company pages within each social media platform
 - Main point of contact for day to day communications with clients
 - Understand client expectations and create ideas for content and paid ads
 - Working with clients & prospects to plan, strategize, create content & assist with Facebook, Instagram, Twitter & LinkedIn Ads
 - Provide clients and the internal team with data driven direction for social media marketing campaigns and content
 - Maintain and build client relationships by finding growth opportunities and value-added marketing solutions
 - Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns
 - Track social media campaigns and posts to make sure they are attaining intended results
- Ads Management
 - Monitor effective best practices for calculating the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to increase results
 - Analyze key metrics and tweak strategy as needed
 - Monitor, listen and respond to the audience in a "Social" way while generating leads and fans
 - Deliver social reporting & analytics to clients & team on time

TOOLS

Buffer
Hootsuite
vidIQ – YouTube
SEO
Canva
Feedly
HypeAuditor
HubSpot
SEMrush
Moz Dux-Soup
G suite
Keywords Everywhere
Bigspy
Monday
Slack

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PROCESS EXECUTIVE

**Cognizant Technology Solutions | April 2017
Oct 2018**

- Monitor national and international media news (UK and Ireland on daily basis
- Categorize the news according to specified criteria (media channel, region, topic, etc.)
- Reading and validating news article based on specified news items and data
- Writing simple editorial summaries of content from selected news item and data
- Performing quality assurance testing on written articles
- Work with internal communications team and external agencies for each project deliverable and engage with internal and external stakeholders on a constant basis

MARKET ANALYST

Rajeshwar Agencies | May 2015 – Mar 2017

- Evaluating the effectiveness of marketing programs, providing market analysis and insights to senior management
- Identifying and adopting emerging trends & addressing industry requirements to achieve organizational objectives and profitability norm

ACHIEVEMENTS

- Generated 120+ leads at just £1 cost per conversion with £4.36 cost per 1000 impression
- Written copy for 100+ posts per month for the clients from various types of industry with respective to social platform
- Designed images for Facebook post, Facebook Story, Instagram Post, Instagram Story, Instagram Highlights, IGTV cover image, YouTube thumbnail and profile picture for all social platform
- Increased website traffic to 300% with the help paid and organic medium
- Won Spotlight Award in a row for two months