

TANYA RAJESH

Social Media Strategist

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India



SUMMARY

Passionate about social media strategy and marketing, driven by a commitment to enhancing digital engagement and brand identity. Experience leading social media initiatives that increased platform engagement significantly at E-Cell, IIT Bombay. Skilled in creating compelling content and executing innovative Instagram campaigns, demonstrating a strong alignment with goals to elevate social media presence and foster community engagement. Eager to apply digital media skills and creative strategies effectively.

EXPERIENCE

Social Media Head

E-Cell, IIT Bombay (College Chapter)

01/2024 - 01/1970 Mumbai, India

The Entrepreneurship Cell at IIT Bombay focusing on student entrepreneurship

- Developed and executed social media marketing strategies, increasing engagement by 40% across platforms
- Managed content creation, including graphics, videos, reels, and promotional campaigns, boosting brand visibility
- Analyzed performance metrics and audience insights to optimize post reach and engagement
- Led a team of social media interns, streamlining workflows and improving content consistency

EDUCATION

BBA in Digital Media and Marketing

Symbiosis Skills and Professional University

01/2023 - 05/2027 Pune, India

PROJECTS

Golden Bakes Co. – Social Media & Branding

01/2025 - 12/2025 Not specified

A project focused on social media strategy and branding for a hypothetical bakery

- Conceptualized and launched a hypothetical bakery brand, establishing a strong brand identity and positioning strategy
- Designed a social media content calendar for Instagram and Facebook, including visually appealing posts, reels, and interactive stories to engage the audience
- Created and executed Instagram marketing campaigns, leading to a 25% increase in follower engagement through polls, quizzes, and carousel posts
- Designed marketing materials, promotional flyers, and email campaigns, ensuring a cohesive digital brand presence

KEY ACHIEVEMENTS



Increased Engagement

Boosted platform engagement by 40% in one year at E-Cell, IIT Bombay.



Streamlined Content Workflow

Led team to deliver consistent content resulting in 50% more reach.



Enhanced Follower Interaction

Achieved 25% rise in follower interaction through innovative Instagram campaigns.



Content Strategy Execution

Implemented strategies doubling social media content views on major platforms.

CERTIFICATION

Business Computing & Advanced Excel

Advanced Excel and Business Computing skills

Digital Marketing – Acemgrad

Understanding of digital marketing principles and practices

C Programming For Beginners - Master the C Language

Foundational skills in C programming

Digital Marketing Course with AI & ChatGPT – Udemy

Learning digital marketing strategies incorporating AI and ChatGPT

SKILLS

C/C++

Google Analytics

Instagram Marketing

Microsoft Excel

Python

SMM

Video Editing

Gmail

Instagram

C Language