



# Anshika Chugh

## Social Media Manager

### My Contact

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### Skills

- Hardworking
- Adaptability
- Conflict resolution
- Content Creation
- Well-versed with MS Office
- Observation
- Decision making
- Communication
- Multi-tasking

### Education Background

- The Language Network  
*Certification course in Korean language*  
June 2022 - March 2023
- Jagannath University  
*Bachelor in Journalism and Mass Communication*  
2019 - 2022
- National Victor Public School  
*XII Grade - CBSE*  
2018 - 2019
- National Victor Public School  
*X Grade - CBSE*  
2016 - 2017

### Language

- Hindi
- English
- Korean

### About Me

With a passion for learning and creativity, I excel in social media management, crafting engaging content while staying ahead of trends. My strong writing and speaking skills drive growth by enhancing communication. Committed to continuous self-improvement, I bring fresh, innovative strategies to the table. I aim to contribute meaningfully to organizational growth, making a lasting impact through excellence and dedication.

### Professional Experience

#### Unbound Script Publication - Social Media Manager *Dec 2023 - April 2024*

- Implemented strategies to increase our follower base and brand awareness, expanding reach by engaging with influencers and advocates.
- Stayed updated with the latest social media trends, tools, and best practices to keep our content fresh and relevant.
- Monitored channels daily, responding to comments, messages, and mentions, fostering meaningful conversations with followers.
- Personally designed all posters and reels, handling the entire content creation process from ideation to posting, ensuring consistency and quality.
- Planned and executed social media advertising campaigns, setting objectives, budgets, and timelines to maximize ROI.
- Developed and implemented a comprehensive social media strategy aligned with our marketing goals, tailored to effectively engage our target audiences.
- Covered our participation in the **World Book Fair 2024 at Pragati Maidan**, India, providing live updates and creating engaging content.

#### ReThought - Social Media Manager Intern *June 2023 - August 2023*

- Designed and developed visually striking reels and posts.
- Boosted engagement and bolstered online presence, increasing visibility and user interaction.

#### Crazy - Content Creator Intern *April 2022 - May 2022*

- Crafted persuasive promotional content.
- Enhanced brand visibility and engagement.

#### PADAIE - Social Media Marketing Intern *June 2021 - August 2021*

- Promoted homeschooling academy via engaging Facebook campaigns.
- Created compelling educational content.

### Extracurricular Activities

- Learned Korean Language - Level 4
- Worked in an NGO
- Lead role in a short film