

TASHREEN FATIMA

SOCIAL MEDIA MANAGER

CONTACT



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RZ 390 B / 21 Tughlakabad Extension
New Delhi - 110019

SKILLS

- Adobe Photoshop
- Community engagement
- Canva
- Managing Social Media
- Ability to Multitask
- Audience Insights
- Trend Analysis
- Microsoft Office Suite
- Communication
- Strong audience engagement and community management skills

EDUCATION

High School
Deepalaya School, C.B.S.E
2018-2020

Pursuing B.A. Psychology (Hons.) from
IGNOU | Expected Graduation: 2024

LANGUAGES

English

Hindi

Urdu

PROFILE

Dynamic and goal-oriented Social Media Manager with over a year of experience in the media production industry. Proven ability to develop and implement strategic social media initiatives to enhance brand visibility, engagement, and customer loyalty. Eager to leverage my experience to contribute to the online presence and drive sales through innovative social media strategies.

WORK EXPERIENCE

Purani Dilli Talkies

Media Production House

2022-2023

- Designed and implemented comprehensive social media strategies aligned with business goals, increasing follower engagement by 30% through daily content creation and SEO optimization.
- Managed Instagram, Facebook, and YouTube accounts, ensuring brand consistency and optimizing content for SEO, leading to a 15% growth in web traffic.
- Produced and edited creative content (text, images, videos) that contributed to a 30% increase in Instagram followers and enhanced brand visibility.
- Assisted with Facebook advertising campaigns by researching target audiences, developing ad copy, analyzing campaign performance data.
- Engaged with the community by responding to follower queries and monitoring customer reviews, fostering a positive brand image and improving customer satisfaction.
- Collaborated with influencers and brand advocates to amplify our message and reach new audiences.
- Kept abreast of social media trends, platform updates, and emerging technologies to improve social media presence.
- Collaborated with marketing, design, and sales teams to align social media efforts with business objectives.
- Successfully managed and grew the pages of three content creators, implementing tailored strategies to enhance their online presence, increase follower engagement, and drive audience growth.
- Specialized in creating eye-catching thumbnails, catchy titles, and interesting descriptions for posts and videos, improving content visual appeal and discoverability.
- Moderated and fostered a positive community within the "Nijo Plus" Facebook Group, ensuring respectful and constructive interactions.

CERTIFICATIONS

- Digital Marketing - Delhi Institute Of Digital Marketing
- Google Ads Search Certified
- Google Ads Display Certified
- You Tube Asset Monetization Certified
- You Tube Content Ownership Certified