

RASHI TIWARI

SOCIAL MEDIA MANAGER / STRATEGIST

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PROFILE SUMMARY

Dynamic Social Media Manager with a proven track record in crafting compelling online narratives and driving brand engagement. Proficient in developing and executing strategic social media plans to meet business objectives. Skilled in analyzing market trends, conducting audience research, and leveraging data-driven insights to optimize campaign performance. Experienced in managing multiple social media platforms, creating engaging content, and fostering meaningful interactions with followers. Expertise in overseeing advertising campaigns, monitoring brand reputation, and collaborating cross-functionally to achieve organizational goals. Adept at staying abreast of industry trends and implementing innovative strategies to maximize brand visibility and drive audience growth.

ORGANIZATIONAL EXPERIENCE

- 1021 CREATIVE, LOS ANGELES, CA** SINCE JAN'23
Content Strategist
- WING ASSISTANT, BERKELEY, CA** APR'22 - DEC'22
Social Media Manager
- DIGITAL MARKETING** 2020 - 2021
Freelancer
- KC CREATIONS, DELHI** DEC'19 - JUN'20
Social Media Manager
- ONEXTEL, DELHI** APR'18 - OCT'19
Digital Marketing Executive



KEY SKILLS

CONTENT CREATION AND DEVELOPMENT

- Developed original content by leveraging insights from social listening and independent sources.
- Strengthened content quality through meticulous proofreading and editing processes.

INFORMATION MANAGEMENT AND ORGANIZATION

- Organized diverse sources of information to produce articulate and coherent articles.
- Conducted online research to gather pertinent materials and ensure comprehensive coverage.

EDUCATION

- 2019** **Bachelor of Journalism And Mass Communication**
Invertis University - Bareilly, Uttar Pradesh



CERTIFICATIONS

- Advanced Digital Marketing Certificate**, Delhi Institute of Digital Marketing
- Digital Garage**, Google
- Pursuing Social Media Management**, Meta



CORE COMPETENCIES



DIGITAL MARKETING



CONTENT WRITING



SOCIAL MEDIA MANAGEMENT



META ADS



GOOGLE ANALYTICS



GOOGLE TAG MANAGER



GOOGLE ADWORDS



CLIENT MANAGEMENT



KEYWORD RESEARCH & OPTIMIZATION

CONTENT MARKETING STRATEGY

- Crafted compelling content marketing pieces for a diverse clientele, enhancing brand visibility and consumer awareness.
- Produced high-quality content facilitating swift access to information for website visitors.
- Designed and implemented social media strategies to align with business objectives.

TREND ANALYSIS AND STORYTELLING

- Generated engaging stories reflecting current trends and news to captivate website audiences.
- Conducted primary and secondary research to discern evolving customer needs and behaviors.

MARKET RESEARCH AND DATA ANALYSIS

- Utilized diverse market research tools and techniques to gather, analyze, and interpret data effectively.
- Conducted keyword research to pinpoint target keywords for optimal content visibility.

PROJECT MANAGEMENT AND COMMUNICATION

- Maintained open and effective communication channels between stakeholders, developers, project managers, and end-users throughout project lifecycles.

CAMPAIGN ANALYSIS & REPORTING

- Analyzed and reported social media and online marketing campaign outcomes.
- Monitored the online presence of the company's brand to foster user engagement and enhance customer relationships.
- Developed targeted advertising campaigns to drive website traffic and generate leads.

VENDOR & TEAM MANAGEMENT

- Managed relationships with third-party vendors and suppliers to ensure timely service delivery.
- Collaborated with team members to conceive creative campaigns for social media platforms.

BRAND ALIGNMENT

- Oversaw social media presence and ensured posts incorporated branding and trending ideas.
- Enhanced engagement rates through the creation of compelling and visually appealing content.
- Improved overall campaign performance by analyzing and optimizing Google Ads strategies.