

MEENAKSHI BHARDWAJ

(SOCIAL MEDIA MANAGER)

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Results-oriented **Social Media Manager** with 3+ years of experience driving brand awareness and engagement. Proven ability to develop and execute successful social media campaigns, increase follower growth, and optimize content performance. Skilled in utilizing analytics to inform data-driven strategies.

Experience

Jan 2023 - Till Now

Sr. Social Media Manager:

CUBEWEB TECHNOLOGIES

-Social Media Strategy: Develop and execute social media marketing strategies to achieve specific business objectives and goals generation, video

views, website view, Call, WhatsApp messages & many more.

-Weekly report making for clients

-Some Video editing work

-Weekly Content Planner

-Team Management

-Managed the day-to-day handling of all social media channels and adapting content to suit different channels.

-Platform Management: Manage and maintain the organization's

presence on key social media platforms such as Facebook, Twitter,

Instagram, LinkedIn, Pinterest, etc

may 2022-Jan 2023

Social Media Manager:

Adiyogi Media

-Facebook AD Campaign for Page like, engagement, lead generation, video views, website view, Call, WhatsApp messages & many more.

-Google Ads Campaign for views, lead generation

-Creative/Poster Making work

-All Clients and inhouse social media handling

-Client Coordination

-Some Video editing work

Competitor Analysis: Conduct research on competitors' social media

activities to identify opportunities for differentiation and improvement

Nov 2020- may 2022

Social Media Manager:

Adhyatmik Media Consultant

-SMO Working

-Monthly report making for clients

-Some Creative/Poster Making work

-Photos update on website (wordpress)

Highlights

- Social Media Platforms: Instagram, Facebook, LinkedIn, Twitter, Pinterest, Youtube
- Tools: Hootsuite, Buffer, Sprout Social, Google Analytics
- Skills: Content creation, community management, social media advertising, analytics,
- Graphics: Canva (image/video editing)

Education

Masters in M.com (2020-22)

Graduation in Be.com (2017-20)

12th in 2017

10th in 2015

Hobbies

Creative and video Editing