

# Rhythm Mahajan

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Pitampura, Delhi.

## SKILLS

- Social Media Management
- Social Media Marketing
- Graphic Designing
- Video Editing
- Content Creation
- Influencer Marketing

## EDUCATION

**Retail Fashion Merchandising,**  
2019 - 2022 | Noida, India  
**Foot-ware Design And Development  
Institute (FDDI)**

**Digital Marketing**  
06/2022 - 12/2022 | Delhi, India  
**DIGIPERFORM,**

**High School**  
2019 | Delhi, India  
**New Era Public School, Mayapuri**

## PROFESSIONAL EXPERIENCE

**Berkowits**  
**Social Media manager**

04/2024 - 07/2024

- **Social Media Presence:** Managed and optimized social media channels across Instagram, YouTube, and LinkedIn, developing a cohesive brand voice and visual identity.
- **Content Creation & Engagement:** Conceptualized, designed, and edited engaging social media content (graphics, videos) for Instagram and YouTube, driving audience growth and interaction.
- **Influencer Marketing & Community Management:** Cultivated strategic influencer partnerships on Instagram and YouTube, fostering brand awareness and community engagement.
- **Data-Driven Strategy & Growth:** Implemented data-driven strategies across all social media platforms, resulting in significant increases in follower base, engagement metrics, and brand reach.

**Kap Digital**  
**Social Media Manager**

02/2023 - 10/2023

- Handling **You-tube, Long format video & Shorts** (Research, thumbnail, Posting & Shooting)
- Handling personal **LinkedIn & Company's page** (Posting, Making the post, creatives, Research)
- Produced comprehensive **content briefs for day-to-day marketing social campaigns.**
- Handling 2 Instagram Pages (**researching content, writing caption, shooting the reels and editing, making the creatives to posting**)
- Used Canva to create visually appealing campaign **graphics and branding**

**Inner space creations & Regal Roots**  
**Social Media Manager**

05/2022 - 02/2023

- Developed and executed social media content strategy across various platforms
- Created engaging video content and creative assets to capture audience attention and promote brand identity.
- Skilled in video and photo editing to ensure high quality visuals for social media presentations.
- Managed and curated captivating stories. Crafted compelling captions and various pieces of content.
- Maintained and optimized Instagram presence, including hashtag research, caption development, creative production, and strategic posting.
- Possess expertise in product photography and videography, showcasing products in an attractive and professional manner.

- Website development & content creation for website

### **Rhydefinedliving**

#### **Owner**

- **Influencer Marketing:** Successfully negotiated collaborations and partnerships with social media influencers to promote the brand's luxury scented candles.
- **Content Creation:** Led the creation of high-quality product photography and videography to showcase the brand's image and products.
- **Project Management:** Demonstrated excellent planning and coordination skills by consistently meeting project deadlines.
- **Quality Assurance:** Maintained high product standards through meticulous product inspections and adherence to quality control procedures.
- **Customer Service:** Effectively managed customer complaints with a calm and clear communication style, fostering positive customer relationships.
- **Product Photography** and editing of the products
- **Video editing and graphic Designing**