

# Vishishtta Singh

Social Media Manager | Content Strategist

## Contact

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## Websites, Portfolios, Profiles


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## Skills

Social Media Management



Content marketing



Business process optimization & communication



Market research



Brand Storytelling



Social media algorithms



Excellent Communication



Decision Making



I am an accomplished Social Media Manager and Content Strategist with a demonstrated history of elevating online presence and fostering customer engagement across diverse brands. My expertise lies in social media management, content marketing, market research, and brand storytelling. I excel in analyzing performance metrics to optimize campaigns and collaborating seamlessly with cross-functional teams to achieve overarching business objectives. With strong communication skills, decision-making prowess, and a knack for problem-solving, I am adept at crafting and implementing social media strategies that align seamlessly with organizational goals. Certified in Social Media Management and armed with a BBA degree from Guru Gobind Singh Indraprastha University, I bring a unique blend of practical expertise and academic knowledge to drive success in digital marketing endeavors.

## Work History

2023-07 -  
Current

### Social Media Manager | Content Strategist

*Green Beacon, Delhi, India*

- Analyzed performance metrics to identify areas for improvement and optimize social media campaigns.
- Collaborated with cross-functional teams on integrated marketing initiatives, resulting in increased online presence.
- Provided exceptional customer service through timely and thoughtful responses to user comments and messages.
- Optimized posting schedules based on platform-specific analytics to maximize content visibility.

2022-11 -  
2023-07

### Social Media Manager

*Brand Hermit, Delhi, India*

- Developed marketing content such as blogs, promotional materials, and advertisements for social media.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Analyzed and reported social media and online marketing campaign results.
- Increased customer engagement through social media.

Problem-Solving



Good Telephone Etiquette



Analytical and Critical Thinking



Video Editing



SEO Optimization



CopyWriting



## Software

Meta Business Suite



Canva



Instagram creator and Business Suites



YouTube Ads



LinkedIn Ads



VN



Social Pilot



- Designed and implemented social media strategies to align with business goals.
- Developed and managed content calendars for each platform to establish timely and relevant posts.
- Conducted research to determine current benchmark trends and audience preferences.
- Managed relationships with third-party vendors and suppliers to establish timely delivery of services.
- Analyzed marketing plan and social media strategies to identify strategic weaknesses and make recommendations for improvements.
- Suggested and implemented new features to develop brand awareness.
- Researched latest market trends and analyzed data to develop public relations strategies and tactics.

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## Education

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2016-07

**BBA**

*Guru Gobind Singh Indraprasth University - Delhi, India*

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## Certifications

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2021-10

Social Media Management PRO Course – FilterCopy

2012-10

English conversation and Communication skills –YWCA

2012-10

Personality Development and Public Speaking - YWCA

2021-12

Digital marketing & SEO