

DISHA CHOPRA

SOCIAL MEDIA MANAGER

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PROF I LE

Experienced Social Media Manager with over three years of experience, focusing on content planning and strategy. Adapt at driving successful influencer campaigns and maximizing brand visibility across various media channels such as Instagram, Facebook, YouTube, LinkedIn, Pinterest, and Quora. I am committed to making a valuable contribution to delivering measurable results and exceeding company goals, objectives, and driving business growth. While staying up-to-date with the latest industry trends and technologies.

Expertise

- Social media optimization & marketing
- Content curation
- Influencer marketing & communication
- Creative writing & strategy
- ORM
- Brand building & management
- Basic designing skills
- Paid boosting
- Social platform management

HOBBIES

Reading books
Swimming
listening to music

Strenghts

Creative thinking
Never give up spirit.
Good learning skills
Have good communication skills
Always ready to try new things
Ability to work under pressure

Professional Experience

Alive Wellness Clinics, March 2023- Present

Social Media Manager

Social Media Strategy& Planning:

Develop and execute strategy aligned with marketing goals.
Increase followers, engagement, and reach.

Content Creation & Curation:

Create high-quality. Engaging posts.
Track likes, comments, shares, and click-through rates.

Community Management & Engagement:

Respond promptly to messages and inquiries.
Grow brand advocates, positive sentiment, and customer satisfaction.

Social Media Analytics& Reporting:

Regularly track follower growth, engagement, and reach.
Analyze audience demographics and preferences.

Influences & Partnership Collaborations:

Collaborate for brand exposure and reach.
Measure engagement and conversion rates.

Crisis & Reputation Management:

Address negative comments effectively.
Reduce negative sentiment and resolve crises.

Tool Used

Canva-pro
Freepik
Envato
Unsplash
Copy.ai
Hyperwrite
VN Editor
Inshot
Copy.ai
Owletter
Competitor.com
Similarweb
ChatGPT
Hootsuite
Sprout social
Ahref
Google analytics

Social Handles

Facebook
Instagram
Youtube
Linkedin
X-Twitter
Pinterest
Quora

Social Listening & Trend Analysis:
Monitor industry trends and conversations.

Use insights for content and campaign optimization. ROI Measurement
Content paid boosting using right target audience, interest, age & location

Professional Development:
Attending events, webinars, conferences, and training.
Acquire new skills and certifications.

Certera Solution LLP. Aug 2021 to Nov 2022

————— Senior Social Media Marketing Executive

Setting up and optimizing company pages within each social media platform, Creating and curating content that is engaging, informative, and shareable, including images, videos, blog posts, and other social media posts.

Developing and executing social media strategies that align with overall business goals, organic growth, engagement & objectives.

Create a weekly & monthly content calendar, creating a posting schedule, and analysing social media metrics to refine the strategy over time.

Managing and monitoring social media platforms, including Facebook, Twitter, Instagram, LinkedIn, and other relevant platforms. This includes responding to comments and messages, engaging with followers, and handling any customer service issues that arise.

Post Creation using Canva pro. This include create, edit, publish and share daily content (original text, Post , reels etc) also analysed using different social media tools- Freepik, Unsplash, Hyper-write, VN Editor, Canva-Pro, Copy.ai, Pixel, Pint-rest etc.

Building and executing social media strategy through competitive and audience research, analyses the global marketing research and set the target audience, Key-word research for Linked-In marketing, using relevant target audience & filters.

Stay up-to-date with the latest social media trends and best practices, and incorporate them into social media strategies.

Analyse social media metrics to measure the success of social media campaigns and make data-driven decisions. This includes monitoring engagement rates, follower growth, and other key performance indicators, manage the report at the end of the month.

Reporting on social media performance to the management & graphics team and providing recommendations for future strategy development.

Social Listening & Trend Analysis:

Monitor industry trends and conversations.

Use insights for content and campaign optimization. ROI Measurement

Content paid boosting using right target audience, interest, age & location

Professional Development:

Attending events, webinars, conferences, and training.

Acquire new skills and certifications.

Pro. ICT- LLP.LLC Jan 2020 to July 2022

Senior Social Media Marketing Executive

Reach out to customers by analysing various markets, optimise social handles including LinkedIn, Facebook, Instagram.

Continually solicit feedback from clients in order to keep them as clients and to serve as a link in the client-salesperson contact.

Search Strategic keywords or target audience for LinkedIn Marketing.

Collaborate with social media team & report to the team manager providing insights and recommendations for future improvements.

Respond to questions from customers about the products. Create lead generation and product marketing strategies.

Keeping up-to-date with social media trends, new platforms, and emerging technologies, and providing Insights and recommendations to the team.

Collaborate with social media team & report to the team manager, providing insights and recommendations for future improvements.

Education

Delhi Institute of Digital Marketing

2021, Master in Digital Marketing- 1st Division

Mata Sundri College, Delhi University

2020, BA.Prog- 1st Division

Certification

- Social media marketing certification from E-Marketing Institute
- Digital marketing summit certification from Digital Scholar
- Digital marketing certification from Great learning
- Google analytics individual qualification certification from Google

Declaration

I hereby, declare that the information furnished above is true to the best of my knowledge.
