

HARSHA

SOCIAL MEDIA MARKETING EXECUTIVE

CONTACT

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SKILLS

- SOCIAL MEDIA PLATFORM EXPERTISE (FACEBOOK, INSTAGRAM, ETC.)
- CREATIVE THINKING AND PROBLEM-SOLVING
- YOUTUBE SEO
- GRAPHIC DESIGNING THROUGH CANVA
- WHATSAPP MARKETING

EDUCATION

DEGREE

Bachelor of Commerce
(Correspondence) - Delhi University -
2022

JOB OVERVIEW

Organization- Sr Institute of
Advanced Ayurvedic Science

(More than one year experience in
Social Media)

PROFILE

I am a social media marketing executive with more than 1 year of experience in driving brand awareness and customer engagement. Skilled in market research, campaign planning, and generate organic leads through social media , data mining.

EXPERIENCE

SOCIAL MEDIA OPTIMIZATION

- Creating, building and managed all social media accounts like Facebook, Instagram.
- Creating Ad graphics and Social Media Graphics using Canva from the scratch.
- Prepare a monthly Calendar, Contents, Graphics and After finalizing schedule the post on social media.
- Measuring and reporting on performance of all accounts.
- Also, WhatsApp Marketing
- Social media scheduling and management tools (e.g., Hootsuite, Buffer)
- Manage and maintain social media profiles, ensuring consistent branding and messaging.
- Create engaging and shareable content, including text, images, videos, and infographics.
- Stay updated on industry best practices and emerging trends in social media optimization.
- Assisted in the management of social media accounts, including posting content, responding to comments, and monitoring engagement.

YOUTUBE SEO

- Optimized and managed YouTube accounts.
- Every month analyzed performance.
- Research Keywords
- Research about the brand, product and services.
- Competitor analysis

PERSONAL QUALITIES

- Better at staying connected with team members and always open to help others.
- Punctuality is the Key