

Priyanka Tanwar

Faridabad, India

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Objective

High-Energy Social Media Analyst professional with strong work ethics and a proven track record of achieving project goals. Result-oriented and analytical coordinator with ability to work under time frame. Possess excellent problem solving, streamlining processes and communication skills

Experience

- **Concentrix Pvt Ltd** Feb2023-Currently
Social Media Senior Advisor
 - Currently acting as a Social Media Senior Advisor for client Nestle and managing 100+ social accounts on Whatsapp, Instagram, Facebook, LinkedIn, Twitter and YouTube
 - Create and execute interesting multimedia content for social media channels to increase engagement and brand awareness
 - Refine and execute social media strategies
 - Expertise in Handling Tools like Social Studio, Sprinklr, Salesforce CRM and Microsoft Excel
 - Skilled in Social Media Listening, Publishing content and providing insights by analyzing data
 - Skilled in handling Brand Campaigns
 - Monitoring data and evaluating social media campaign efficiency in terms of engagement and reach to make informed decisions and continually improve strategies
 - Generating meaningful insights with data and creating brand reports for stakeholders covering topic such as volume trend, sentiment analysis, emerging patterns, theme analysis etc.
 - Monitor trend, activities of main competitors on social media
 - B2B, D2C and LinkedIn monitoring to foster business requirements
- **IGT Solutions PVT LTD** Sep2021-Oct 2022
Social Media Executive
 - Preparing social media engagement and activities reports for client Air India
 - Handing of social media escalation and solving customer queries around baggage, refund, reservation etc
 - Engaging with customer by responding to concerns, comments and starting conversations that build a vibrant online community
 - Analyzing social media trends

Education

- **Online Publication**
AIP Publishing
Link – <https://doi.org/10.1063/5.0115051>
- **JC Bose University of Science and Technology**
Masters Of Science 2019-2021
8.8 CGPA
- **Gargi College Of Delhi University**
Bachelor Of Science (Physics Honours) 2016-2019
8.2 CGPA
- **Jeevan Jyoti Global School**
Higher Senior Secondary (PCM) 95% 2016

Skills

- Sprinklr | Salesforce | SocialStudio | MExcel | PowerPoint | MSword | Amadeus

Achievements & Awards

- R&R for Star Performer(2024-Nestle) for crisis monitoring
- R&R for best performer(2022-Air India) for minimizing and timely management of escalations
- Designing Head of Quasar(Department of Physics-Gargi College)
- 3rd position in Poster Presentation in National Conference at JC Bose University of Science and Technology