



Shreya N – Social media Manager

My Contact

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📍 Ernakulam



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KEY SKILLS

- Creative writing
- Market research
- Social media strategy & Planning
- Google Ads
- Facebook Ads
- Analytics & Insights
- Communication skills
- Community management
- Project Management

Technical Skills

- Canva
- Inshot
- Excel
- Mixpanel

Education Background

- MICA Upgrad
Advanced Certification Programme in Digital Marketing
Completed in 2023
- Amrita School Of Arts and Science
MA Journalism and Mass Communication
Completed in 2022
- St Teresa's College
BA English Literature and communication studies
Completed in 2020

Profile Summary

Dedicated and committed professional with a strong passion for Social Media and content marketing. Possessing 8 months of valuable internship experience, I successfully oversaw the management of four different accounts, including those for an event company, a unisex salon, a clothing brand, and for an organizational psychologist. Proficient in utilizing tools such as Excel, Wati, and Mixpanel. Particularly interested in contributing my skills to media and film sector.

Professional Experience

Yellow | Marketing and Engagement Coordinator
August 2023– Present

Key responsibilities:

- Sending out messages through wati.
- Researching on industry news and competitors
- Auditing Ads and CS calls sending reports to customer support team.
- Managing the google business page of the company.

NBTBiz | Intern

March 2023 – August 2023

Key responsibilities:

- Preparing the content calendar writing captions and posting and scheduling it on all the social media platforms
- Monitor all the accounts and check which post is doing well.
- Research on bringing content ideas for the account.
- Preparing the data of the month from all the platforms
- Spending time on the account to create engagement and increase the followers organically.
- Finding influencers and mailing them for collaboration.

Suvidha Foundation | Public Realtion Intern
Septemeber 2021 – October 2021

Key responsibilities:

- Finding leads by contacting schools to register for competition
- Mailing the schools regarding the competition.

New Indian Express | Intern
April 2019 – May 2019

Key responsibilities:

- Finding out stories and submitting the articles.

Achievements

2019	Two Articles were published in the supplementry Paper of Indian Express
2022	Did a Research thesis filmmaker Aparna Sen. Had conducted an in-depth interview
2023	Received Participation Certificate from Upgrad for a competition on building digital marketing strategy for Swiggy