



PARSHANT RASTOGI

SOCIAL MEDIA & COMMUNITY MANAGER

8920290581

prrastogi1995@gmail.com

WORK EXPERIENCE

Social Media Manager

Power2SME Pvt Ltd (Jan 2021-Present)

- **Designed and Executed Social Media Strategy Across LinkedIn, Twitter, and Facebook.**
- **Increased Social Media Lead Generation By Regular Engagement with Customers and Followers.**
- **Worked Closely With the Content Marketing Team to Generate New Blog Post Ideas and Amplify Those Posts On Social Media.**
- **Designing Social Media Graphics and Developing Content for Daily Posts.**
- **Always There As a Support Face of the Company.**
- **Respond to the Queries of Vendors and Customers Across WhatsApp and Other Social Media Channels.**
- **Developed Reporting Google Sheets For Social Media KPIs for Executive Leadership.**
- **Content Writing for Blogs, Social Media Copy, Websites, etc.**
- **Website Enhancement and Assisting the SEO Team.**
- **Managing a Team of 4 Members.**

Sr. Social Media Executive

Nizamia Education Group (Nov 2019- Jun 2020)

- **Developed Social Media Platform to Engage Different Customer Segments on Facebook, Instagram, Twitter, and WhatsApp.**
- **Used Photoshop to Create Compelling Visualizations That Regularly Had Engagement.**
- **Drafting User Content to Promote the Company's Mission and Vision.**
- **Worked Closely With the Director of the Company to Optimize the Content Calendar Across all Platforms to Coincide with New Marketing and Campaign Launches.**
- **Writing Short-Form & Long-Form Content for the Website and Social Media Channels.**
- **On-Page & Off-Page SEO of the Company's Website.**
- **Developing Social Media Weekly Analytics Report.**
- **Google Analytics, Google Search Console, Paid Campaigns.**
- **Working With the Marketing Team to Take Out the Best for the Company's Financial Growth.**

With a decade of diverse professional experience, including six years dedicated to excelling as a Social Media Manager, I bring a wealth of expertise to the table. My journey as a social media professional is marked by a tangible history of success in crafting and implementing holistic strategies across various platforms such as LinkedIn, Twitter, Facebook, Instagram, WhatsApp, and more. My skill set encompasses content creation, graphic design, community management, and engagement optimization to drive lead generation and establish brand visibility. In addition to my proficiency in graphic design, content writing, and SEO, I possess a keen analytical acumen, leveraging insights to effectively refine strategies and online presence. My leadership prowess shines through in my proficiency in team management and cross-functional collaboration, consistently steering endeavors toward the achievement of organizational objectives.

AREA OF EXPERTISE

- **SOCIAL MEDIA STRATEGY DEVELOPMENT**
- **CONTENT CREATION AND MARKETING**
- **SOCIAL MEDIA & COMMUNITY MANAGEMENT**
- **GRAPHIC DESIGNING**
- **SHORT FORM & LONG FORM CONTENT WRITING.**
- **SEMRUSH, AHREFS, KEYWORD RESEARCH**
- **SOCIAL MEDIA ANALYTICS**
- **SEO, E-MAIL MARKETING**
- **PHOTOSHOP, WORDPRESS, CANVA, MS EXCEL, POWERPOINT, MS WORD, G-SUITE**
- **TEAM MANAGEMENT AND LEADERSHIP**



EDUCATION BACKGROUND

IGNOU (2022)

MASTERS IN ENGLISH

DELHI UNIVERSITY (2017)

BACHELOR OF ARTS

CBSE (2014)

12TH

CBSE (2012)

10TH



PERSONAL DETAILS

FATHER NAME : LT MANGLESH RASTOGI
DATE OF BIRTH : 30 OCT 1995
HOBBIES : CURRENT NEWS,
FAMILY TIME, CRICKET.
LANGUAGE KNOWN : ENGLISH, HINDI.
MARITAL STATUS : MARRIED
CONTACT : 8920290581
WHATSAPP : 9990706822

Social Media & Community Manager **Shangari Global Pvt Ltd (Apr 2018-Oct 2019)**

- Create and Execute Social Media Strategy, Track Success Metrics, Channel Planning, Creative Development and Community Management.
- Daily Posting on Social Media Platforms for Different Clients.
- Managed More Than 1 lakh Member's Community at a Messaging App as Telegram.
- Drafting Weekly Calendar for Social Media Posts.
- Writing Content for Graphics and Social Media Copy as Per Trend and Project Category.
- Writing Long-Form of Content (Blogs) for Different Blockchain/Tech Projects.
- Working with SEO & Digital Marketing Team.
- Community Management of Different Blockchain/Tech Projects for ICO/IEO/STO.
- Resolving Investors' Concerns Over Different ICO Projects on Social Media Platforms.
- Organized Different Rewards Campaigns for Community and Engagement Growth.
- Drafting Weekly Social Media Reports.
- Multinational Customer/User Support on Freshdesk Portal.
- Market Research and Competitors Analysis for Daily Social Media Posts.

CCE/Team Leader **Vedic Upchar Sansthan** **(Apr 2014- Mar 2018)**

- Resolving Customers, and Courier Service Providers' Concerns as Per Need.
- Handling end-to-end All International & National Calls.
- Deal with Online/Offline Payment Methods.
- Maintaining the Data Record of Customers and Services.
- Ensure Customer Satisfaction and Loyalty.
- Manage the Team and Help them to Perform the Task.
- Motivate the Team and Update them Towards the New Products Launches.
- Giving Training to New Joinees.