

# BHAVYA NAGPAL

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GH-1/129 Paschim Vihar, New Delhi.

## Profile Summary

Results-oriented Social Media Marketing Executive with 2 years of hands-on experience specializing in crafting and executing impactful advertising campaigns across diverse platforms. Proven expertise in driving lead generation through strategic campaigns on Instagram, Facebook, and LinkedIn. Proficient in creating engaging content and implementing targeted strategies to boost brand visibility and audience engagement. Possesses a keen understanding of the of social media algorithms and trends.

## Professional Skill

- Content creation
- Graphic Designing
- MS Office
- Lead Generation
- Social Media Account Handling
- Photoshop

## Relevant Skill

- Instagram, Facebook and LinkedIn ads.
- Content Marketing
- Facebook Ad Campaigns.
- Product listings on E Commerce Websites

## Education

### B.Com(Hons)

Vivekanand Institute of Professional Studies Commerce |

2018-2021

### B.Ed

Sri Ram Institute Of Teacher Education Teaching

2021-2023

## Work Experience

### Elements HRS

September, 2023-Present

#### Social Media Executive

- Project Management
- Campaign Coordination
- Coordinating marketing activities
- Collaborating with cross-functional teams
- Conducting market research
- Implementing innovative approaches to enhance our overall marketing efforts.
- Ensuring effective communication strategies

### CreateSpark

November, 2022 - September, 2023

#### Social Media Executive

- Executing innovative Social Media Strategies.
- Overseeing multiple accounts,
- Creating engaging graphic designs,
- Maintaining records using Excel, Google Sheets, and Word for all Instagram and Facebook accounts.
- Crafting compelling presentations, cover pages, certificates, brand videos, and advertisements for accounts. lead generation on LinkedIn

### Gulab Sweets

#### Social Media Executive

December, 2022- August, 2023

- Generate content for the brand,
- Product photography, connecting with the influencers for giveaways and promotion of brand,
- Maintaining excel for monthly reports,
- Interacting with the customers for their queries

## **Webdev Security**

*December 2021- April, 2022*

### **Social Media Executive**

- Develop account management strategies
- Make Social media calendars
- Content generation and content writing

## **Certificates**

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**MSME certificate, Digital Marketing course certificate**