



SHRESTHA KESHARWANI

SOCIAL MEDIA EXECUTIVE & INFLUENCER
MARKETING

CONTACT

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- Gurgaon

SKILLS

- Influencer marketing
- Content creation
- Social Media Marketing
- Handling camera
- Photoshoot & videoshoot
- Social media tools
- Brand Management
- Campaign Management
- Generate leads

PROFESSIONAL IN

- Social Media Marketing
- Influencer marketing

EDUCATION

Graduation- Bvoc. Media Production
Allahabad University

Specialization Program
National Digital Marketing Institute &
Training (NDMIT)

INTERNSHIP

- Niti Aayog
- Marketonic

01 PROFESSIONAL PROFILE

Hey there! I'm the Social media marketer you've been searching for! With 2 years of battlefield experience in the wild world of social media marketing, content sorcery, influencer whispering, and brand magic, I'm armed with the latest industry spells and enchantments. I'm not just your average Social Media marketer — I'm the Gandalf of growth, the Dumbledore of engagement, and the Yoda of conversions! With a proven track record of slaying campaigns and wielding my expertise across digital realms! ✨

02 EXPERIENCE

Social Media Executive

Currently In learning Routes joined In July 2023

- Influencer Collaboration
- Collaborate to create effective content
- Engage audience in Social media
- Brand Management and their all social media platforms
- Created Content & work in content creators
- Stay updated on best practices and technologies
- Develop, implement and manage social media strategy
- Result Driven In Campaign Management , Organic Social Growth
- Working 4 Different type of branding

Social Media Executive

I way digital 1 year

- Client Onboarding & Consulting
- Content Creation Using Canva, Powtoon, Video Editing on VN & Inshot, etc
- Making Ad Campaigns , Paid Social Advertising
- Reporting & Presentation Of Monthly Performance
- Coordinating With Sales & Marketing Teams To Work On The Given Requirements
- Client Management & Team Coordination & Management
- Online Reputation Management
- YouTube Management & Marketing & Email Marketing
- Working On Cross Platform Marketing & Branding
- Ads Experience: Facebook, Instagram, LinkedIn.