

KAVERI VARMA

+91-9560960774 | kaverivaram13@gmail.com | [LinkedIn](#) | Delhi, India

PROFESSIONAL SUMMARY:

Accomplished **Social Media Manager** with **10+ years** of experience in digital media and a **master's in mass communication**. Expertise in managing social media strategies for top media houses like **Zee Business, Times Now, and ABP News**. Skilled in content creation, team management, and data analysis using tools like **Google Analytics** and **CrowdTangle**, and **Canva**. Recognized for producing compelling content and winning **awards for best digital media stories**. Certified in **Digital Marketing** by IIT-Delhi and **Google**.

EDUCATION

- **Master of Journalism and Mass Communication** (CGPA: 7.2) - Guru Jambheshwar University **2014 – 2016**
- **Bachelor of Journalism and Mass Communication** (CGPA: 8.4) - Indraprastha University **2011 – 2014**

EXPERIENCE:

Social Media Manager, ZEE BUSINESS (English)

Sep 2022 – May 2024

- Accomplished **4X increase in follower growth** and a **2.5X rise in website traffic** within a quarter by revamping existing FB page.
- Designed content calendar and regularized content distribution across social media platforms including **FB, X, YT, Insta, In, Pinterest, Google News Showcase, and WhatsApp Community**
- Monitored metrics, tracked performance, analyzed data, and generated reports using **CrowdTangle, Facebook Insights, Twitter Analytics, and Google Analytics**.
- Implemented **push notifications** for mobile, desktop, and Facebook Messenger (BOT).
- Designed infographics using **Canva** ([LINK](#)) and **Flourish** to drive engagement through data visualization and storytelling.
- Awarded for successful **trending hashtags** and **live updates** on Twitter on major events like **Budget – 2024** ([LINK](#)) and **State Elections – 2023** with **average 15k views** per post.
- **Directed a team of 4**, ensuring the development of key performance goals for functions and direct reports.

Sr Multimedia Producer, Times Now Digital (English)

Dec 2021 – Jul 2022

- Conceptualized, scripted & produced over **100 explainer/news+ videos** for YT & social media platforms to drive brand awareness, engagement, and traffic.
- Anchored, & produced **shoot based original videos**. ([LINK 1](#), [LINK 2](#))
- Planned content and series for social media platforms.
- Work links: #UP Election 2022 ([LINK 1](#), [LINK 2](#))

Associate Producer, ABP News

Mar 2014 – Nov 2021

- Run 24*7 parallel lives for ABP News YT channel with over **30 million** subscriber bases.
- Planned and covered **national & state elections**, in-house events, events of national and political importance.
- Promoted ABP News English's **social media platforms** such as YT, X, Fb and Google+ to drive traffic.
- Published content for ABP's client **Disney+ Hotstar**
- Directed ABP News' **entertainment channel** (*Saas Bahu Aur Saazish*) on YT & Fb
- Produced **vertical videos** made specially to view **on mobile phones**.
- Provided **voice-over** for television and digital media packages.

Announcer, All India Radio

2013 – 2014

- Hosted live shows for **Yuva Vani** program.

CERTIFICATIONS

- **Certificate Program in Digital Marketing** – IIT, Delhi
- **Introduction to Digital Journalism** - REUTERS and Facebook Journalism Project
- **Fundamentals of Digital Marketing** - Google Digital Garage

AWARDS & RECOGNITION

- Won **ABP News Shrestha Samman** for 'Best Digital Media Story' (September '16).
- Presented a research paper on "**ROLE OF MASS MEDIA IN TEACHING LEARNING PROCESS**" and have abstract published in international journal on '**Humanities and Applied sciences**' by '**Institute of Management Excellence and Innovations**'.
- Covered educational radio programs for JIMS Raga 90.4Mhz (A community radio operating in Vasant Kunj, New Delhi).
- Appointed as **Director of Rotaract Club** at college level in 2012.
- Published articles for online news site (**Punjaboutlook.com**) and magazines like '**CSR Vision**' & '**Business for All**'.

INTERNSHIPS

Telecast Experience

- ABP News Channel *Jan 2014*
- Sri News Channel *Jul 2013*

Radio Experience

- All India Radio *Jun 2013*

Print Experience

- 3sixty Media, Printing Press *Jan 2013*
- Jansandesh Times, Hindi Daily *Aug 2012*
- Daily News Activist, National Hindi Daily *Jul 2012*
- Pioneer, National English Daily *Jun 2012*