

Simran Manwani

SOCIAL MEDIA MARKETING EXECUTIVE

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Highly motivated Social Media Marketing Expert with 3 years of experience in developing impactful strategies that boost brand visibility, engagement, and customer conversions. Skilled in leveraging industry trends, data insights, and community management to optimize campaigns and deliver strong results. Dedicated to creating innovative digital marketing solutions that enhance brand presence and ROI.

Experience

Blu Parrot – Social Media Manager

January 2025 - Present

- Managing and optimizing social media platforms to enhance brand presence.
- Creating engaging content and executing targeted campaigns for audience growth.
- Analyzing performance metrics to refine strategies and maximize engagement.

Avenue Growth – Social Media Marketing Executive

December 2023 - December 2024

- Designed and executed data-driven social media campaigns.
- Developed creative content aligned with audience preferences and trends.
- Led lead generation efforts, driving business growth through targeted strategies.

Career Alfa Education – Social Media Executive

May 2021 – July 2023

- Created and managed content to boost student engagement and inquiries.
- Handled multiple social media platforms, increasing brand reach.
- Collaborated with teams to align content with educational goals.

Education

Bachelor of Business Administration

2020 – 2023

Dr. Virendra Swaroup Institute of Computer Studies

Diploma in Digital Marketing

2020 - 2021

Rank Keywords

Intermediate

2019 - 2020

Harmilap Mission School

High - School

2017 - 2018

UP Kirana Seva Samiti Balika Vidyalaya

Skills

- Social Media Strategy & Campaign Optimization
- Content Creation, Copywriting & Graphic Design
- Trend Analysis, SMO, and Meta Ads
- Project Management & Problem Solving
- Data-Driven Analytics & Reporting
- Collaboration & Communication

Tools : Hootsuite, Canva, Google Analytics, Facebook Ads Manager and Zoho Mail

Certifications

- Digital Marketing Certification (Rank Keywords)
- 3 Months Internship Certificate (Rank Keywords)