



VARSHAA M

CONTACT

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EDUCATION

MBA (IT)
Bharathiyar University
2023- Present

BCA
Bharathiyar University
2013-2016

SKILLS

- Creativity
- Communication
- Content creation
- Meeting deadlines
- Customer handling
- Critical thinking
- Teamwork
- Leadership
- Social media advertising
- Data Analysis

ABOUT ME

Dedicated and results-oriented social media marketing professional with four years of extensive experience in creating and executing strategic social media campaigns. Seeking to leverage expertise in content creation, audience engagement, and analytics to drive brand awareness, engagement, and conversions for a forward-thinking organization.

WORK EXPERIENCE

Freelance Social Media Manager

Jan 2023 - Present

- Develop customized social media strategies tailored to client goals and target audience.
- Create engaging content and manage posting schedules across platforms.
- Monitor interactions, respond to inquiries, and analyze performance to optimize campaigns.

Freelance Digital Marketer

Jul 2022 - Jan 2023

- Craft and execute tailored digital marketing plans across multiple channels to meet client objectives.
- Generate compelling content and manage its distribution across digital platforms to drive engagement and conversions.
- Monitor campaign effectiveness through analytics, making data-driven adjustments to enhance performance and deliver results.

Social Media Marketing Coordinator

MWD

Oct 2020 - Mar 2022

- Generate interesting content for social media channels.
- Engage with the audience by responding to their interactions.
- Evaluate performance through metrics to refine strategies.

Data Analyst

UNIWARE SOLUTIONS

Sept 2016 - Apr 2018

- Source and compile information from diverse datasets and systems.
- Investigate the data to identify patterns, trends, and anomalies that provide actionable insights.
- Translate complex findings into accessible reports or presentations for stakeholders, enabling informed decision-making.

LANGUAGE

English
Malayalam
Tamil
Hindi

REFERENCE

Deepak Suresh
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