

ACHIN CHANDRA

Social Media Manager

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@ achinchandra@gmail.com

Mayur Vihar Phase 1, New Delhi, India

EXPERIENCE

Social Media Manager

Blue City Holdings

12/2018 - 06/2019 Noida, India

Job Description

- Managing all the social media assets of the brand
- Planning, creating and posting all the content for all the social media platforms as well as in the app
- Managing in-app activities and planning to management of social media contests
- Responding to user queries both in-app and social pages for the clients

Manager Digital Services

Adfactors PR

07/2017 - 12/2018 New Delhi, India

Job Description

- Managing tickets from Delhi servicing units for digital support on the Digital Help Desk and ensuring timely deliveries by the Digital team at Mumbai unit
- Providing support for Digital Press Releases, Influencers Identification, online tracking of news, online tracking of the client and competitors on different social platforms
- Helping social media team in planning and making social media strategies for clients
- Facebook live and Twitter live for the clients for special events to give them a boost on the social media platforms
- Clients worked for: IMC 2018, COAI, NBCC, Cambridge University Press, etc

Sr. Content Writer (Social Media Content & Content Marketing)

JIJ Technologies

02/2015 - 05/2017 Noida, India

Job Description

- Handling a small team of 3 writers and 1 SEO
- Planning content for the website as per requirement for both paid and organic campaigns
- Editing various SEO articles, blogs, product descriptions and several other kind of promotional content written by the team members
- Managing Social Media Pages (Facebook, Twitter, Quora & Google +)
- Work allocation and content QC

FIND ME ONLINE



LinkedIn

/achinchandra

SKILLS

Social Media Optimization

CMS

Social Media Marketing

SEO

PPC

Wordpress

ORM

Twitter Ads

Facebook Adverts

Google Ads

Blogging

Google Analytics

Content Writing

Social Media Strategy

EDUCATION

PGD in Journalism

Bhartiya Vidya Bhavan

07/2008 - 07/2009 New Delhi, India

PGD in Communication

Apeejay Institute of Communications

07/2007 - 06/2008 New Delhi

BBA

Institute of Management Education

07/2004 - 07/2007 Ghaziabad, India

Certificate in Digital Marketing

DSIM

06/2014 - 10/2014 New Delhi, India

EXPERIENCE

Digital Marketing & Content Lead

Icreatez E-future Services

📅 04/2013 - 01/2015 📍 Faridabad, India

Job Description

- Managing the team of 5 writers and SEO
- On page SEO optimization and Content uploading on the CMS
- Interacting with clients for the project requirements
- Editing and writing SEO articles, blogs, buying guides and user guides
- Creating and managing PPC campaigns
- Handling Social Media pages and posting content in Quora
- Articles and category descriptions for e-commerce websites

Online Journalist

Dennis Media Transasia (www.knowyourmobile.in)

📅 03/2011 - 04/2013 📍 Gurugram, India

Job Description

- Analyzing competitors in the market and keeping track of them
- Reporting and writing on technology news, reviewing gadgets, interviewing OEM's, corporate officials and tech gurus
- Aggregating and sorting tech news relevant to the Indian audience
- Covering press conferences by mobile manufacturers, device launches and other top IT/tech company events
- Writing SEO optimized news stories and features using Google keywords, Google trends and other keyword search tools
- Uploading content, images and videos using Content Management System
- Making posts for Facebook and Twitter

Content Writer

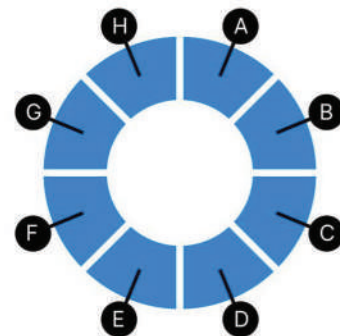
Indiamart Intermesh

📅 03/2010 - 03/2011 📍 Noida, India

Job Description

- Managing and writing company profiles for various SME clients
- SEO based articles, blogs and product descriptions

MY TIME



- A** Keeping up with the industry news
- B** Checking latest trends on social media
- C** Analyzing competitors
- D** Content creation
- E** Planning content calendar
- F** Planning engagement tactics
- G** Making Weekly Reports
- H** Meetings

LANGUAGES

English

Hindi