

Key Responsibilities and Accountabilities

- Create, Develop and Manage Content on all Social Platforms like Facebook, Twitter, Instagram for various clients in different domain and develop creative strategies that are forward-thinking and in-line with current media trends.
- Having thorough understanding of demographics and user behavior for preparing a monthly social media calendar to create and publish relevant content.
- Design, create and manage promotions and Social ad campaigns.
- Generate website traffic with the help of paid and organic reach of social media
- Monitor trends in Social Media tools, applications, channels, design and strategy.
- Comfortable in Client Facing role and meet deadlines