

# Sonal Gupta

## SOCIAL MEDIA MANAGER

### CONTACT

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### **OBJECTIVE**

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I am a dedicated social media manager with 2.5 years of experience in creating and implementing social media strategies. I am seeking an opportunity to leverage my skills and passion for digital marketing to drive impactful results for a dynamic organisation.

### **EXPERIENCE**

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#### ***Social Media Executive | Shree Krishna Digital Marketing Agency | December 2023 - December 2024***

- Create engaging content, including text posts, graphics, and videos, to enhance brand visibility and reach the target audience.
- Encourage customer engagement through interaction on social media accounts
- Optimise social media advertising campaigns including ad budget and delivery

#### ***Social Media Manager | Flying Butterfly Creative Agency | December 2024 - Present***

- Planned and managed monthly content calendars for real estate brands
- Executed brand campaigns for property launches & offers
- Wrote high-conversion ad copies and post captions
- Created image content concepts and creative directions
- Wrote anchor/reel scripts for real estate promo videos

### **EDUCATION**

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Bachelor of Commerce Banking & Insurance - Mumbai University  
Digital Marketing Course - Claritech Academy

### **SKILLS**

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- Content Strategy & Planning
- Content Calendar Creation
- Anchor & Reel Script Writing
- Hook & Caption Writing
- Trend Research & Format Planning
- Multi-Client Account Handling

## **AI SKILLS**

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- AI-Assisted Content Ideation
- AI Image Generation (ChatGPT / Gemini)
- AI Prompt Writing for Visuals
- AI-Supported Content Planning
- AI Caption & Hook Drafting

## **TOOLS**

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- Canva
- Filmora Basic
- Google Sheets (Content Calendars)
- YouTube Studio
- Meta Business Suite