

Kajal Jaiswal

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Professional Summary

Social Media Manager with over a year of hands-on experience driving engagement, increasing brand presence, and building online communities across various platforms. Proficient in content strategy, campaign execution, analytics, and social media tools. Background in journalism enhances content storytelling, trend analysis, and audience targeting. Adept at managing cross-functional teams and delivering data-driven results.

Social Media Manager

Ventures Integrated Communication | Aug 2024 – Jul 2025

- Developed and executed digital content strategies for multiple brands across Instagram, LinkedIn, and Facebook.
 - Collaborated with design and content teams to ensure timely delivery of campaigns and creatives.
 - Led influencer campaigns and community engagement initiatives, boosting reach and conversions.
 - Managed client communication, reporting, and presentation of performance analytics on a monthly basis.
 - Monitored real-time trends to develop agile content strategies and topical brand communication.
 - Contributed to multiple brand pitches by developing platform-specific social media strategies, creative campaign ideas, and client-facing decks that supported new business
 - Recently contributed to pitch strategies and content development for brands including IOB, Kotak Mahindra Bank, Pentagon, South African Tourism, and LKP Securities.
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PR Executive

Concept PR | Feb 2024 – July 2024

- Managed media relations and communication strategies for clients in the BFSI sector.
 - Drafted, edited, and distributed press releases to relevant media houses.
 - Coordinated with journalists to secure coverage and build long-term media relationships.
 - Assisted in planning and executing media events, press conferences, and client briefings.
 - Monitored news and industry trends to align PR outreach with timely opportunities.
 - Supported reputation management and crisis communication efforts as needed.
 - Maintained PR activity reports and shared timely updates with clients.
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Social Media Analyst

Vector Mob | Sept 2021 – Aug 2022

- Developed and executed monthly content calendars across platforms (Instagram, Facebook, LinkedIn).
 - Boosted social engagement by 30% through performance-driven campaigns.
 - Managed brand voice and handled online reputation and customer interaction.
 - Conducted A/B testing to optimize paid campaign performance.
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Social Media Executive

Fantasy Media Pvt. Ltd | Sept 2020 – July 2021

- Created, posted, and managed 15–20 content pieces daily across platforms.

- Analysed performance metrics and adjusted strategy for maximum reach and engagement.
 - Crafted captions and visual concepts aligned with brand identity and trends.
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Content Writer Intern

IndianTelevision.com | Nov 2019 – Feb 2020

- Wrote daily entertainment stories, spoilers, and Bollywood features.
- Wrote daily entertainment stories, spoilers, and Bollywood features.

Education

PG Diploma in Journalism – Indian Institute of Mass Communication | Nov 2022 – Jul 2023

Masters in Journalism – Kishinchand Chellaram College, Mumbai | Jul 2021 – Jun 2022

Bachelors in Mass Media – Prahladrai Dalmia Lions College, Mumbai | 2016 – 2019

Skills

- Social Media: Instagram, Facebook, LinkedIn, Twitter, YouTube
- Tools: Canva, Google Analytics, Simplify 360
- Content Strategy: Campaign planning, audience research, trend analysis
- Other: Journalism, SEO integration, Crisis Management, PR & Media Outreach and ORM
- Languages: English (Fluent), Hindi (Fluent), Marathi (Basic)

Certifications & Workshops

- AI Workshop
- Fact-Checking & Online Verification
- Certificate Course in Computer Technology

Projects

- Lab Journal (Amrut Samwad): Social issue reporting in Maharashtra
- Documentary (Departure): Migration in rural India
- Research Paper: Content Analysis of Fairness Ads
- TV & Radio Production Projects during academic tenure

Portfolio

- News Anchoring
- Short Film:
- Magazine – WOW of Women:

Additional Information

- Open to relocation and immediate interviews
- Strong grasp of trends in entertainment, politics, and digital culture
- Quick learner who adapts fast to evolving platforms and content strategies