



Lalit chauhan



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ABOUT ME

Social Media Executive and Creative Professional with hands-on experience in digital marketing, AI-based content generation, client coordination, and film production. Skilled in social media strategy, content design, caption writing, and campaign execution.

EXPERIENCE

Social Media Executive – Anandi Production (2025 – Present)

- Managed social media content creation and scheduling across multiple platforms.
- Designed creatives using Canva, generated AI-based visuals, and wrote engaging captions.
- Coordinated with clients for campaign planning, behind-the-scenes shoots, and approvals.
- Optimized strategies to improve engagement and audience growth.

Social Media Content Creator – Anandi Production (Inbibid – client)

- Created and managed the content calendar, ensuring timely delivery of posts.
- Designed AI-generated images/videos and crafted captions aligned with brand tone.
- Coordinated with creators for UGC scripts and integrated content into campaigns.
- Executed promotional campaigns highlighting cashback offers, app ratings, and product launches.

Director's Assistant – Short Film (Instagram Release, 2025)

- Assisted director in daily shoot activities, scene planning, and script coordination.
- Managed cast & crew schedules, logistics, and maintained continuity.
- Coordinated communication between director, production team, and actors.
- Contributed to successful release and promotion of the short film on social media.

Creative Deck Designer – Short Film Project (2025)

- Designed a professional pitch deck showcasing storyline, character breakdown, and visual style.
- Created mood boards to align with director's vision.
- Structured deck for funding, collaboration, and festival submissions.

EDUCATION

2020 – 2023	Bachelor of Management Studies – Marketing, Guru Nanak Khalsa College CGPA: 8.57
2018 – 2020	HSC Commerce – Lokmanya Vidya Mandir Jr. College, Mahim (64.23%)
2018	SSC – Gandhi Memorial English High School, Matunga (55%)

EXPERTISE

- Social Media Management (Instagram, Facebook, LinkedIn)
- Canva & AI Tools (Image/Video Generation, Script Writing)
- Content Creation & Caption Writing
- Client Coordination & Communication
- Digital Marketing Strategy (Meta Ads, Google Ads, SEO)
- Film Production Assistance (Director's Assistant, Creative Decks)