

SMITA POOJARY

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PROFESSIONAL SUMMARY

Knowledgeable Marketing Personnel experienced in executing social media strategies across social platforms. Demonstrated time management and collaboration skills. Flexes easily with new information and branding changes to consistently exceed targets for engagement, acquisition and retention. Enthusiastic professional with talent in developing and implementing digital and social media program's leading to high interaction rates. Highly skilled at identifying trends and uncovering insights through social listening. Brings distinct communicational skills resulting in productive collaboration with influencers, celebrities and other content creators.

WORK HISTORY

Social Media Lead / Fork Media Group / 11.2022- 5.2025

- Manage a team of juniors working for Social Media Handles of - Mashable India, Mashable Middle East, Hauterrfly, IGN India
- Produced high-quality social content, ensuring alignment with brand voice and messaging.
Formulated and implemented detailed marketing strategies, engaging with online audiences to drive sales.
- Developed content strategy around core content pillars of brand for visual and style consistency.
Oversaw community management and customer relations across social media channels.
- Collaborated with design studio and external agencies to create assets for paid and organic posts.
- Used social media analytics tools by evaluating performance and adjusting content strategy to meet campaign objectives.
- Created and implemented monthly editorial calendar based on client social media and marketing goals.
Researched current social media trends and audience preferences for maximum post performance.

Social Media Executive / NEWJ / 02.2021- 11.2022

- Training and supervising a cohort of social media specialists
- Creating written pieces that are sharp, memorable, and effective at prompting readers to take action.
- Collaborating with Videographers and Multimedia Designers to ensure that posts are engaging
Optimizing content for publication across various social media sites
- Scheduling copy for release at optimal times
Monitoring users' engagement with and feedback on every post
- Analyzing and reporting on the effects of publications
Maintaining a secure database of all login credentials
Remaining abreast of changes to all pertinent social media applications
- Exploring the potential value of social media sites that are not yet in our repertoire.

Social Media Executive / Eros Now / 12.2019- 02.2021

- Developed marketing content such as blogs, promotional materials and advertisements for social media
- Analyzed and reported social media and online marketing campaign results
- Engaged online audiences by placing strong focus on engagement and responding to inquiries and comments timely and knowledgeably
- Devised strategies and roadmaps to support business vision and add value
- Increased customer engagement through social media.

Correspondent / DNA After Hrs / 07.2019- 12.2019

- Met deadlines to provide relevant information quickly to staff and general public
- Delivered content to broad audience by simplifying complex information
- Collected data from various sources to determine facts and opinions and fashioned into cohesive story for the newspaper
- Delivered local news and feature articles for news programs
- Deployed to news events locals to provide on-the-ground broadcast solutions and news coverage
Collaborated with producers and management to develop newscasts, promotions and teasers
- Wrote news stories, developed leads and constructed headlines.

Copy Editor / Times Internet / 02.2018- 03.2019

- Developed and maintained database of high-quality boilerplate copy, enabling faster service and turnaround for time-sensitive projects
- Reviewed and edited content for correct grammar and style
- Compiled lists of common usage and style errors to reduce number of mistakes and improve consistency in style
- Recommended copy edits based on knowledge of target audience and internal and external style guides
Produced clear, concise and accurate content to reflect tone and level of authority appropriate to content
- Collaborated with editors and page designers to create polished, attractive product
- Conducted one-on-one interviews of Bollywood celebrities
- Created videos and managed YouTube channel to strengthen company reputation.

Content Writer / Bollyworm / 06.2017- 01.2018

- Strategized content based on Google Analytics data, geographical targeting and keyword planning
- Collaborated with team of writers and content marketing strategists to create copy promoting clients' SEO, sales and thought-leadership goals
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content
- Formatted articles, blogs and webpages with HTML, photos and infographics

- Developed copy while maintaining brand voice and adhering to legal requirements.

Content Writer and Social Media Executive / Koimoi / 04.2016- 06.2017

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content
- Collaborated with team of writers and content marketing strategists to create copy promoting clients' SEO, sales and thought-leadership goals
- Strategized content based on Google Analytics data, geographical targeting and keyword planning
- Developed copy while maintaining brand voice and adhering to legal requirements
- Presented clients with unique copy options based on overall marketing objectives
- Managed competing deadlines with efficiency.

SKILLS

Online marketing strategies
Networking and relationship building
Progress monitoring
Online presence monitoring
Social Media Management
Marketing analytics
Content and digital asset management
Goal planning
Social media coordination
Communication planning
Excellent Communication
Attention to Detail
Trends Research
Instagram Account Management
Canva

EDUCATION

K.J Somaiya of Arts And Commerce Mumbai - Mumbai, India/ 04.2016
Bachelor of Mass Media : Mass Media (Journalism)