

VARUN PRAKASH NAIR

CONTACT

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- varunn41@gmail.com
- Mumbai

SKILLS

- Social Media Marketing
- Social Media Strategy & Campaign Planning
- Content Creation and Marketing
- Meta Ads
- Community Engagement & Audience Growth
- Meta Business Suite
- MS Office
- Canva
- AI Tools (Content Ideation, Social Media Content, Captions, Story telling)
- Google Trends
- Meta Ads Manager

LANGUAGES

- English
- Hindi
- Marathi
- Malayalam
- Tamil

CERTIFICATIONS

- SEO certified from Hubspot
- SMM certified from Hubspot
- EM certified from Hubspot
- IM certified from Hubspot
- Google Ads Search Certification
- Google Analytics Certification



PROFILE

Social Media Executive with hands-on experience in managing Instagram and Facebook pages, creating engaging content, and improving online reach. Skilled in reels, stories, and post planning. Focused on growing brand presence and staying updated with current trends.



WORK EXPERIENCE



Gleneagles Hospital, Mumbai JAN 2025 - PRESENT

Social Media Executive

- Manage social media platforms like Instagram, Facebook, LinkedIn & YouTube.
- Monitor and respond to comments and DMs to engage the audience.
- Plan and post engaging content: reels, carousels, stories, static posts, and podcasts.
- Planning and executing Meta Ads campaigns.
- Write platform-specific captions using AI tools like ChatGPT.
- Shoot reels and testimonial videos; coordinate with designers/editors.
- Coordinate with designers for creatives.
- Collaborate with the website and Google Ads teams for aligned digital efforts.
- Plan content and support internal branding (wall, elevator, signage's) and events.



Kotak Life Insurance, Mumbai JUN 2023 - DEC 2024

Assistant Manager

- Conducted pre-confirmation verification calls and Video KYC for customer authentication and compliance.
- Managed customer inquiries with accurate and timely responses to improve satisfaction.
- Coordinated with cross-functional teams for seamless workflow.



EDUCATION



Certified Digital Marketing Master JUNE 2025

Digital Vidya



BE Mechanical Engineering JUN 2017 - MAY 2020

BVCOEL, SPPU
CGPA: 6.82



Diploma Mechanical Engineering JUN 2015 - MAY 2017

MSBTE
73.71%



HSC JUN 2013 - MAY 2015

MAHARASHTRA STATE BOARD
52.46%



SSC MAY 2013

MAHARASHTRA STATE BOARD
72.00%