Ishita Bansal

Social Media Manager

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Summary

Social media manager overseeing content planning and community workflows for consumer brands. Progressed from publishing and response work to campaign coordination and reporting.

Experience

Social Media Manager, Example Cedar Consumer Goods May 2023 - Present

Mumbai, India

- Own an eight-week content calendar across Instagram and LinkedIn, coordinating copy, design and approvals.
- Tested two tutorial formats; median interactions divided by reach rose from 2.1% to 2.8% across comparable eight-week periods.
- Coordinate twelve creator briefs and track approved deliverables and tagged-link visits.
- Review response themes with support colleagues and maintain an escalation guide for unresolved product questions.

Social Media Executive, Example Lantern Digital Studio Jun 2020 - Apr 2023

Bengaluru, India

- Scheduled approved posts and maintained content and asset records for three client accounts.
- Responded to routine comments using approved guidance and escalated complaints to client teams.
- Prepared monthly channel reports with consistent metric definitions and notes on paid activity.

Education

BA, Mass Media 2017 - 2020

Example Lakeside University

Skills

Content: Editorial calendars, Copywriting, Creator briefs, Community escalation

Reporting: Metric definitions, Tagged links, Campaign summaries

Tools: Meta Business Suite, Canva, Google Analytics 4

Projects

Product tutorial series, selected campaign

- Turned recurring setup questions into six short video briefs, writing scripts, shot lists and caption drafts with the product specialist.
- Compared saves, reach and referral sessions for each published post and used the findings to revise the next content batch.

Sample resume from ResumeGuru.
www.resumeguru.ai/resume-samples/social-media-manager-resume-format