

HEENA GROVER

Social Media Manager

EXPERIENCE

Jun 2022
Present

SOCIAL MEDIA - MANAGER

Ananta Hemp Works | New Delhi

- **Strategic Sales and Engagement Enhancement:** Demonstrated expertise as a dedicated Social Media Manager, driving sales and boosting engagement through meticulously crafted marketing strategies. Skillfully curated brand-aligned content played a pivotal role in establishing a robust online presence. Utilized a test-and-learn methodology to glean insights for ongoing optimization.
- **Content Enrichment and Performance Monitoring:** Orchestrated captivating behind-the-scenes content, infusing authenticity into our social media channels. Defined key performance indicators and metrics to methodically track and achieve social media objectives with precision.
- **Audience-Centric Reach Expansion:** Tailored compelling content to cater to diverse audiences, resulting in a substantial increase in reach and engagement, fostering community growth. Spearheaded successful giveaways, competitions, and campaigns that effectively elevated brand awareness and deepened customer engagement.
- **Strategic Influencer Management:** Effectively managed influencer programs by providing clear guidelines, a key factor in contributing to the brand's success. Leveraged advanced analytics tools to iteratively refine our content strategy for optimal impact.
- **Collaborative Content Facilitation:** Collaborated seamlessly with the digital marketing team to ensure a cohesive content creation and delivery process. Swift engagement with followers further solidified our audience connection.
- **Trend Analysis and Competitor Monitoring:** Proactively conducted research on evolving social media trends and preferences to fine-tune our posting approach. Keen competitor monitoring identified strategic avenues for growth.
- **Brand Identity Enhancement:** Executed a coherent content strategy centered around core brand pillars, resulting in heightened visual consistency and reinforced brand identity.
- **In summary,** my resolute focus on community management and customer relations serves as the driving force behind our brand's success and growth. As a dedicated Social Media Manager, my unwavering commitment to innovative, results-driven strategies continues to elevate our online presence and expand our brand's horizons.

Jun 2021
Jun 2022

DIGITAL MARKETING ASSOCIATE

Zoylee web services pvt ltd. | Noida

- **Content Creation and Promotion:** Orchestrated diverse, engaging content for social media platforms, effectively amplifying product, service, and brand-focused messaging in alignment with overarching strategies. Leveraged tools like SproutSocial and Creator Studio to meticulously schedule and deploy posts, optimizing visibility.
- **Engagement and Customer Relations:** Played a pivotal role in fostering positive customer engagement by promptly addressing inquiries and feedback, nurturing authentic and meaningful interactions that bolstered the brand's online presence.
- **Strategic Planning and Performance Analysis:** Developed comprehensive monthly social media strategies and campaigns, seamlessly integrating them into broader marketing goals. Managed budgets for social media promotions and PPC advertising, ensuring efficient allocation of resources. Analyzed performance metrics to drive data-driven optimizations and enhance strategy effectiveness.
- **Cross-Functional Collaboration:** Collaborated seamlessly with cross-functional marketing teams, consistently upholding brand identity and messaging across diverse channels. Presented compelling marketing campaigns in client and influencer meetings, showcasing a persuasive and impactful approach.
- **Multimedia Creative Expression:** Demonstrated creativity beyond traditional digital marketing by directing and producing captivating YouTube videos and engaging Instagram Reels, contributing to the expansion of the brand's creative dimensions.
- **In summary,** my tenure as a Digital Marketing Associate was marked by a diverse skill set that significantly contributed to the brand's digital success. Proficiencies encompassed content curation, customer engagement, strategic planning, and innovative creativity, all converging to drive our dynamic digital marketing accomplishments.

Jun 2020
Jun 2021

SOCIAL MEDIA & CONTENT MARKETER

GreenHonchos | Noida

- **Collaborative Innovation:** In my capacity, I nurtured innovation by fostering collaboration between clients and in-house teams, resulting in dynamic enhancements to our social media campaigns. My design concepts were rooted in ROI-centric strategies, effectively amplifying brand awareness and providing substantial support to overarching marketing endeavors.
- **Operational Oversight and Seamless Execution:** Steered day-to-day operations, including comprehensive management of content calendars, promotions, and contests. This orchestration ensured the flawless execution and punctual delivery of captivating content, upholding engagement standards.
- **Data-Driven Optimization:** Employing a data-driven approach, I perpetually monitored and scrutinized the efficacy of our social media initiatives. By analyzing performance metrics, I meticulously fine-tuned these programs to achieve maximal impact and results.
- **Compelling Audience Connection:** Demonstrated proficiency in crafting persuasive marketing copy for a multitude of platforms, establishing profound connections with diverse



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OBJECTIVE

Accomplished manager adept at devising and executing digital and social media initiatives to yield elevated interaction rates. Proficient in discerning industry trends and practicing astute social listening. Demonstrated expertise in cultivating collaborative relationships with influencers, celebrities, and content creators. Aspiring to assume a leadership role to harness my proficiency in steering triumphant campaigns.

SKILLS

- Content creation
- Social media strategy
- Community management
- Copywriting
- Brand Management
- Engagement
- Data Analysis
- Social Media Strategy
- Content Creation
- Social media advertising
- Branding
- Influencer Marketing
- Performance Marketing

LANGUAGES

- English | Advanced
- Hindi | Advanced

- audiences that bolstered brand engagement and resonance.
- Strategic Planning and Trend Anticipation: Maintained vigilance over emerging social media trends, translating this foresight into comprehensive quarterly and annual strategies that endowed our initiatives with prescience and adaptability.
- Influencer Perception Management: Displayed adeptness in the management of Influencer Perception programs, forming robust partnerships that magnified our brand's influence and extended its reach.
- Strategic Analysis and Community Nurturing: Conduced SWOT analyses for brands, unearthing opportunities and skillfully nurturing thriving brand communities, fostering a genuine sense of belonging among our followers.
- Optimization through Best Practices: Evaluated brand-owned media to apply and implement optimal practices, thus fostering a loyal and interactive online following.
- Empowered Decision-Making: Provided in-depth reporting, analytics, and insights that empowered the team to make informed, data-driven decisions, thereby optimizing the effectiveness of our social media marketing endeavors.
- Professional Customer Engagement: In real-time customer/client interactions, I embodied the brand with professionalism and empathy, forging enduring connections and facilitating positive, lasting interactions.
- In summary, my role as a versatile and results-driven Social Media Manager encompassed collaborative innovation, data-guided strategies, and customer-centric engagement. These efforts synergistically aimed to elevate our brand's online presence and orchestrate impactful outcomes.

Dec 2019
Apr 2020

DIGITAL MARKETING EXECUTIVE

Bizmend | New Delhi

- Multi-Handle Management and Online Presence: As a Digital Marketing Executive, skillfully managed diverse brand social media accounts, curating captivating content and cultivating robust online identities for each one.
- Talent Acquisition Leadership: Actively engaged in the hiring process, leading interviews to identify and onboard exceptional talents poised to contribute to the team's collective triumphs.
- Holistic Digital Marketing Leadership: Assumed a comprehensive role encompassing company-wide digital marketing management. Strategically devised and executed campaigns that translated into measurable positive outcomes.
- Client Acquisition and Relationship Enhancement: Played a pivotal role in securing new clients, orchestrating persuasive pitches and delivering impactful presentations that showcased our services and capabilities compellingly.
- Dual Engagement in Management and Creativity: Balanced managerial responsibilities with an active creative role. Provided invaluable insights and innovative ideas that significantly enriched the creation of exceptional content and marketing collateral.
- In essence, my tenure as a Digital Marketing Executive was underscored by adept multi-handle management, holistic leadership, and a unique blend of talent acquisition and creative contribution. These synergistic efforts were geared toward elevating our brand's online presence, expanding clientele, and fostering innovative content development.

May 2018
Jun 2018

EVENT MANAGER

MithilAsmita | New Delhi

- Efficiently managed a multifaceted portfolio that extended across several domains, showcasing a versatile skill set and an unwavering dedication to excellence:
- Strategic Social Media Management: Successfully navigated the complex landscape of social media platforms, crafting compelling content strategies that resonated with diverse audiences. By devising strategic posting schedules and fostering engaging interactions, I substantially bolstered the brand's online presence and nurtured robust engagement.
- Talent Acquisition Leadership: Spearheaded the talent acquisition process, orchestrating comprehensive interviews and assessments. My meticulous approach ensured the selection of artists whose unique talents and creations were a seamless fit for our event, enhancing its appeal and vibrancy.
- Hospitality Management Proficiency: Demonstrated a keen understanding of hospitality management, meticulously curating experiences for artists and visitors alike. By ensuring that every interaction was characterized by warmth and professionalism, I contributed to the event's positive reputation and lasting impact.
- Evocative Photography Expertise: Displayed a discerning eye for detail and a knack for artistic expression through photography. I captured compelling visual narratives that conveyed the essence of each artist's stall, immortalizing their creative prowess and contributing to the event's overall visual narrative.
- In essence, my role encompassed a dynamic range of responsibilities, from strategic digital engagement to the discerning selection of artists, the creation of welcoming environments, and the artful documentation of the event. This diverse skill set played a pivotal role in enhancing the overall success and resonance of the event, leaving an indelible mark on both participants and attendees.

EDUCATION

Jul 2021
Jul 2023

MBA IN MARKETING MANAGEMENT

Narsee Monjee Institute of Management Studies | Mumbai, Maharashtra

Jul 2016
Jul 2019

BACHELORS IN JOURNALISM & MASS COMMUNICATION

Amity University | Noida