

Musaffa Khan

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Data Migration | Social Media Analysis | User Engagement

Competent & Resourceful Social media analysis professional with 3+ years of experience in handling and classifying varied social responses across digital channels. Skilled in evaluating client's presence in an online space and reporting to designated teams. Considering freelancing assignments that facilitate opportunities to utilize existing skills and enhance project outcomes.

Core Competencies:

Social Media Monitoring	Data Analysis	Bulk Data Tagging
Digital Tagging	Data Migration	Data Interpretation
Report Development	Social Media Research	Mentoring & Training
Business Communications	Alerts Management	Data Visualization
Stakeholder Relationships	Cross-functional Coordination	Strategic Thinking
Social Media Engagements	Social Reputation Management	Competitor Data Analysis

Technical Skills: Content Management Systems (CMS) • MS Office (Word, Excel, PPT)

Work Experience:

Germin8

Social Media Analyst (Freelancer)

Social Media Analyst

Mumbai, Maharashtra, India

April, 2022 - Present

June, 2019 - March, 2022

- Tagged 3k+ social media mentions on a daily basis, containing client's brand name, across 5 social media platforms, including Facebook, Instagram, YouTube, Twitter and LinkedIn.
- Supported reputation management tasks by segregating data in 70+ categories, to classify responses based on categories like types of complaints, general content, frauds, online phishing, stock analysis, etc.
- Mentored and groomed 8-9 new joiners, w.r.t social media tagging and alert management, while monitoring overall performance and rectifying errors, if any.
- Highlighted prioritized content by sending 10-15 alerts to clients on a daily basis, containing information about recurring frauds or complaints from customers.
- Developed highly customized monthly reports, covering information about tagged data from various social channels, focused on insights rather than observation.
- Led focused analysis of brands and their competitors' campaigns or rebrand efforts, and service or product categories, while auditing brand's social media presence.
- Maintained effective cross-functional coordination with internal stakeholders, while working in a team of 15 members.
- Experimented with innovative methods of data interpretation and visualization, resulting in completion of tasks within designated timelines.

Events & Exhibitions

Hostess, Promoter, Consultant

Mumbai, Maharashtra, India

June, 2016 - June, 2019

- Represented major brands in corporate exhibitions, conferences and promotional activities across Mumbai.
- Handled exhibition/conference registration, customer enquiries, concerns with effective communication skills.
- Participated in renowned business exhibitions like Credai MCHI, Dubai Property Show, Acetech, CPHI, IIS, etc.

Education:

Bachelor of Mass Media (BMM) - Advertising | GPA/Percentage: 9.0/10

2019

Valia College of Arts, Commerce & Science (Mumbai University)

Mumbai, Maharashtra, India

Modules: Financial Management for Marketing & Advertising, Legal Environments & Advertising Ethics, Principles & Practice of Direct Marketing, Contemporary Issues, Digital Media, Advertising & Market Research

Higher Secondary (HSC) - Arts | GPA/Percentage: 87.3%

2016

Mithibai College, Maharashtra Board

Mumbai, Maharashtra, India