

Alisha Ansari

A Graduate from Banaras Hindu University with a Bcom(Hons.) specialized in Marketing & Advertising. Looking for remote full-time job opportunities.

Varanasi, 221002
8667296001
alishansari712gmail.com

EXPERIENCE

Sahayog Services — Social Media Manager

FEB 2021 - MAY 2021

Key Responsibilities:

Led the management of the small business's LinkedIn page, ensuring optimal performance

Developed and implemented monthly strategic plans to enhance the page's effectiveness

Produced compelling content for the LinkedIn platform, resulting in increased visibility and engagement

Achieved outstanding organic reach and engagement through strategic content dissemination

Generated comprehensive monthly analytics reports, enhancing data-driven decision making for the page

The Commune Gurukul — Social Media Strategist

Jan 2022 - Feb 2023

Key Responsibilities:

Successfully managed the social media presence of an Ed-Tech startup on various platforms including Instagram, Facebook, Twitter, LinkedIn, and Quora

Strategically organized and promoted multiple webinars and events through digital channels

Proficiently created and shared engaging content across all social media platforms

Skillfully maximized organic reach and engagement through effective tactics

Collaborated with external parties to organize and promote a successful event

Demonstrated exceptional copywriting skills by crafting compelling ad copies for daily postings on all social media handles

Meticulously compiled and prepared monthly analytics reports for all

SKILLS

- Copywriting
- Social Media Marketing
- Social Media Advertising
- Organic and Paid Social Media
- Audience Analysis
- Content Writing
- Crises Tracking
- ORM
- Social Media Strategist
- Analytics and Metrics
- Communication skills
- Content Marketing
- People Management
- Market Research

CERTIFICATIONS

MS Excel - Coursera - Issued in May 2022

Email Marketing - Hubspot - Issued in Feb 2023

Introduction to Soft Skills - TCS - Issued in July 2023

Content Marketing - Hubspot - Issued in July 2022

LANGUAGES

English - Fluent/ Bilingual

Hindi - Fluent/ Bilingual

Hamari Pahchan NGO — Social Entrepreneur Intern

March 2023 - April 2023

Key Responsibilities:

Utilized social media platforms to effectively raise awareness on Skill Development for underprivileged women through engaging posts and stories

Spearheaded a successful campaign that resulted in significant funds raised for the cause

Demonstrated creativity and design skills by conceptualizing and designing impactful posters that garnered mass attention and awareness

Produced well-crafted articles to advocate for the cause and generate support

Developed compelling content for social media postings and WhatsApp broadcasts to ensure maximum reach and engagement.

Freelancing

May 2021 - Feb 2022

- Social media marketing
- Payment gateway setup
- Front - end development (Shopify store setup)
- Social media strategy and planning
- Paid advertising and campaign setup
- Pixel setup
- Audience research
- Copywriting
- Account setup

EDUCATION

St.Joseph's Matriculation Higher Secondary School, Salem Tamil Nadu — Secondary Education

June 2006 - April 2018

I have successfully completed my secondary education under the state board, which included a diverse range of subjects such as Science, Math, and Social Studies. Additionally, I studied two languages, Tamil and English, during this period.

Scored 89 percentile

Sunbeam School Varuna, Varanasi — High School

July 2018 - March 2020

I have finished my high school education in the commerce stream, where my subjects included Economics, Accountancy, Business Studies, and Psychology, along with English as the chosen language. Scored 93 percentile

Banaras Hindu University - *Bachelors of Commerce (Hons.)*

Oct 2020- June 2023

I have achieved the completion of my Bachelors of Commerce with the specialization in Marketing & Advertising with an overall CGPA of 8.7.