

Content Strategist | Social Media Manager

KIRAN A G

LinkedIn Profile: [linkedin.com/in/kirangopinadh/](https://www.linkedin.com/in/kirangopinadh/) | +91 8943450485 | kirangopinadh@outlook.com | Kochi

Professional Summary

Adopting myself into different circumstances and situations of business as it demands, so that the invested time and effort will definitely revert with the desired results. In other words treasure hunting with pinpoint excavation skills.

Key Achievements

- **Expanded Online Presence:** Contributed to maintaining and developing the company's online marketing platforms.
 - **Boosted Community Engagement:** Developed and executed new community events and signage to encourage and entice potential customers.
 - **Effective Social Media Management:** Consistently managed social media platforms and executed content and ad campaigns for multiple clients.
 - **Lead Generation Success:** Proven ability to generate quality leads through strategic social media initiatives.
 - **Optimized Campaigns:** Managed campaigns with a focus on monitoring and optimization, contributing to improved performance.
 - **Structured Content Planning:** Developed and implemented social media calendars for organized and effective content delivery.
-

Skills

Core Competencies

- Good Communication
- Trend Forecasting
- Mastering Leadership
- Customer Handling
- Digital Branding & Strategy Building
- Absolute Troubleshooting
- Social Media Strategy
- Competitor & Trend Analysis
- Presentation & Communication
- Content Ideation & Creative Direction
- Organic Growth Strategy
- Audience Research & Targeting

Technical Skills

- Meta Business Suite
 - Meta Ads Manager
 - Instagram & Facebook
 - LinkedIn & YouTube
 - Google Analytics 4 (GA4)
 - Looker Studio
- Adobe Photoshop & Illustrator
 - WordPress
 - Basic SEO Tools
 - Microsoft Tools
 - Website & Hosting Management
 - Social Media Scheduling & Management Tools
 - OTA Platforms

Strategic & Professional Skills

Strategy & Growth	Management & Coordination	Content & Creative
- Social Media Audit - Monthly/Quarterly Social Media Planning - KPI Setting & Performance Tracking - Campaign Analysis - Social Media Reporting - Organic Growth & Engagement	- Team Coordination - Content Approval Workflow - Client Communication - Campaign Coordination - Cross-functional Collaboration	- Content Ideation - Creative Brief Development - Reels/Short-form Video Strategy - Visual Content Direction - Brand Voice Development - Trend Research

Work Experience

Social Media Strategist | Inter Smart PVT LTD | Kochi, Kerala
2024 - Pursuing

- Develop, implement, and manage comprehensive social media strategies aligned with business goals.
- Plan and schedule engaging, platform-specific content across major platforms.
- Collaborate with content creators, designers, and marketing teams to produce high-quality visuals, videos, and copy.
- Monitor social media channels, engage with followers, and manage community interactions.
- Track performance using analytics tools and adjust strategy based on insights and trends.
- Conduct regular competitor and trend analysis to keep strategies innovative and effective.

- Manage paid social media campaigns in coordination with the digital advertising team.
- Report on KPIs such as reach, engagement, conversions, and ROI.

Social Media Analyst | Adox Global Pvt Ltd. | Palarivattom
2023 - 2024

- Managing clients' social media platforms and ensuring consistent brand presence.
- Conducting competitor analysis to identify trends and opportunities.
- Creating engaging content and effective ad campaigns tailored to target audiences.
- Monitoring campaign performance and optimizing for better reach and ROI.
- Preparing and maintaining monthly social media calendars for planned execution.

Social Media Strategist | April Media | Angamaly
2022 - 2023

- Managing social media platforms by handling day-to-day posting, audience engagement, and maintaining consistent brand messaging.
- Creating content and ad campaigns that are visually appealing, informative, and tailored to each platform's audience.
- Generating quality leads through strategic planning, targeted promotions, and effective call-to-action strategies.
- Preparing social media calendars to plan and organize content in advance for smooth and consistent execution.
- Monitoring and optimizing campaigns by analyzing metrics and adjusting strategies to improve performance.
- Conducting competitor and market analysis to identify trends, strengths, and opportunities for improvement.
- Engaging with online communities by responding to comments, messages, and encouraging user interaction.
- Collaborating with creative teams to develop cohesive campaign ideas that align with brand goals.

Social Media Manager & Graphic Designer | XYZ Solutions | Nedumbassery
2021 - 2022

- Managing social media platforms by scheduling posts, engaging with the audience, analyzing performance, and ensuring a consistent brand presence across all channels.
- Creating content and ad campaigns by designing eye-catching graphics and videos, writing compelling captions, and running targeted promotions to reach specific audiences.
- Developing and maintaining a visual brand identity that aligns with the company's goals, ensuring all creative assets follow consistent styles, colors, and messaging.

- Collaborating with marketing and content teams to brainstorm creative ideas, plan campaign strategies, and deliver high-performing content across multiple platforms.

Business Development Manager | Dodge Infotech | Ernakulam

2019 - 2020

- Maintaining the company's online marketing platforms by regularly updating content, monitoring performance, responding to inquiries, and ensuring all digital channels reflect the brand's voice and values.
- Developing new community events and creating all related signage and promotional materials to attract and engage potential customers, build brand awareness, and foster stronger local connections.

Site Engineer | Epson Service Center | Ernakulam

2018 - 2019

- Service & Repairing Epson Products at customer location.
-

Education

- **Diploma in Electronics & Communication** | Govt. Polytechnic College, Kalamassery
2015 - 2018
 - **HSC in Physical Science** | Boys HSS, Aluva
2013 - 2015
-

Personal Details

- Full Name: Kiran A G
- Location: Kochi, Kerala, India
- Phone: +91 894345 0485
- Email: kirangopinadh@outlook.com
- LinkedIn: [linkedin.com/in/kirangopinadh/](https://www.linkedin.com/in/kirangopinadh/)
- Portfolio: <https://kiransocialexpert.online/>

Languages

- English (Fluent)
- Malayalam (Native)
- Hindi (Proficient)
- Tamil (Proficient)

Declaration

I hereby declare that all the information given above is true to the best of my knowledge and belief.