Ishita Malhotra

Social Media Manager

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Personal statement

Social media manager with 5 years of experience across a D2C fashion brand and a creative agency. Grew Instagram from 1.8 lakh to 6.4 lakh followers, built a 140-creator influencer programme and run content calendars, community management and social commerce for Instagram, YouTube Shorts and LinkedIn.

Work experience

Social Media Manager · Tarang Lifestyle Brands Pvt Ltd, Gurugram — Sep 2023 – Present

- Grew Instagram followers from 1.8 lakh to 6.4 lakh in 2 years and lifted average engagement rate from 2.1% to 4.6% with a Reels-first content plan.
- Run an influencer programme of 140 micro and nano creators on a ₹35 lakh annual budget, with ₹1.6 crore in tracked sales through coupon codes and UTM links.
- Lead a team of 2 content creators and 1 designer, publishing 60+ posts, Reels and stories a month to a shared calendar.
- Cut average DM and comment response time from 9 hours to under 2 hours by setting up saved replies and escalation rules with customer support.

Social Media Executive · Kesari Creative Communications, New Delhi — Jun 2021 – Aug 2023

- Managed 7 brand handles in food, education and home decor, including monthly calendars, copy, approvals and reporting.
- Planned a Diwali gifting campaign for a sweets brand that reached 42 lakh accounts and sold out 3 hamper variants.
- Set up monthly social reports in Meta Business Suite and Looker Studio, which became the agency's standard format.

Education

BA (Hons) in Journalism and Mass Communication · Indraprastha Institute of Media Studies, New Delhi — 2018 – 2021
Grade: 78%

SKILLS

Instagram and Reels · YouTube Shorts · LinkedIn · Meta Business Suite · Influencer marketing · Content calendars · Canva · Sprout Social

CORE SKILLS

- Content strategy
- Community management
- Trend spotting
- Team leadership
- Social analytics

CERTIFICATIONS

Meta Certified Digital Marketing Associate · Meta
Feb 2023

LANGUAGES

English · Fluent
Hindi · Native
Punjabi · Conversational

MakeMeResume.free