



About Me

Results-driven social media specialist with extensive experience in digital marketing, social media strategy, and brand storytelling. Adept at crafting engaging content, managing ad campaigns, and building strong client relationships. Proven expertise in handling luxury, fashion, real estate, and e-commerce brands with a focus on data-driven strategies that enhance visibility and engagement.

Education

- Convent Girls High School**
Maharashtra's Secondary State Board 2018-19
- K.C COLLEGE**
HSNC Unversity (2019- Feb 23)
- MAAC South Mumbai**
Digital Marketing Course

Skills

- Social Media Strategy & Management
- Content Creation & Curation
- Meta Ads & Performance Marketing
- Influencer Collaboration & Brand Partnerships
- Creative Direction & Campaign Execution
- Social Media Analytics & Reporting
- Client Management & Communication
- Tools: Canva, Sprinklr, Hootsuite, Facebook Business Suite, Creator Studio, Vn , Inshot

Language

- English
- Hindi
- French
- Marathi

Chhaya Rawal

Social Media Specialist | Digital Marketing Strategist

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Mumbai, India

Experience

Social Media Executive

Sage Media | DEC 2024 - CURRENT

- Managed social media accounts for clients including Ethnic India, Aari Taari, K Shine, and others.
- Developed and executed 360-degree social media strategies tailored for each brand.
- Collaborated closely with creative and content teams for content validation and refinement.
- Created and managed monthly social media calendars, ensuring consistent brand messaging.
- Compiled weekly and monthly social media performance reports, tracking key metrics.
- Built and maintained strong client relationships, attending meetings and strategizing brand growth.

Social Media Executive

WE Digital Creatives | Jan 2023 – Dec 2024

- Designed and executed creative social media strategies for multiple brands.
- Managed daily operations of social media channels including Instagram, Facebook, LinkedIn, Pinterest, and Twitter.
- Leveraged scheduling tools such as Sprinklr and Hootsuite to plan and execute content.
- Developed engaging multimedia content, enhancing brand storytelling.
- Led and managed influencer collaborations, amplifying brand reach.
- Created and optimized Meta Ads campaigns, increasing brand engagement and conversions.
- Provided performance analytics and reports using Meta Ads Insights, ensuring data-backed decision-making.
- Trained and guided junior team members, ensuring high-quality execution.

Social Media Fresher

Instamedia | Jan 2022 – Dec 2022

- Managed and scheduled content for multiple client accounts.
- Worked closely with creative teams for design and content approvals.
- Developed monthly social media calendars to ensure a structured approach.
- Managed Facebook and Instagram Ads, optimizing reach and engagement.
- Attended client meetings and oversaw photoshoots, ensuring content authenticity.
- Utilized Facebook Business Suite and Creator Studio for content management.