

# SHASWATA BARUA

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I'm a data-driven Paid Social Media Strategist with a strong track record of delivering results. Over Three years, I've consistently achieved 30% higher ROI, a 20% increase in website traffic, and a 15% boost in conversion rates through targeted strategies. Staying at the forefront of Social Media trends, I bring a passion for measurable results and a commitment to driving business growth.

## TECHNICAL SKILLS

Tracking & Analysis Tools	Google Analytics 4 (GA4), Google Tag Manager (GTM)
Social Media Business Tools	Facebook, LinkedIn, TikTok, Instagram, Pinterest, Twitter (X)
Design Tools	Canva, Adobe Photoshop, Adobe Illustrator
Keyword Planning Tools	Google Keyword Planner, SEMRush, Ahrefs, Moz
Editing Tools	Filmora, CapCut, Adobe Premier Pro
Media Management Tools	Hootsuite, Buffer, HubSpot

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## KEY SKILLS

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|-------------------------|----------------------------------|----------------------------|
| ➤ Content Creation      | ➤ Audience Analysis              | ➤ Social Media Advertising |
| ➤ Analytics Management  | ➤ Business Reporting             | ➤ Community management     |
| ➤ Social Media Strategy | ➤ Trend Awareness                | ➤ SEO Knowledge            |
| ➤ A/B Testing           | ➤ Funnel Creation & Optimization | ➤ Audience Buildup         |
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## EDUCATION

### INTERNATIONAL ISLAMIC UNIVERSITY CHITTAGONG

Bachelor of Electrical & Electronic Engineering

01/2016

### B.A.F. SHAHEEN COLLEGE

Higher Secondary Certificate

07/2009

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## PROFESSIONAL EXPERIENCES

FIVERR, Tel Aviv, Israel

Aug. 2020 - Present

Social Media Marketer & Analytics Expert

FREELANCE

My role has evolved significantly since joining as a Social Media Marketer and Analytics Expert. In addition to managing and optimizing social media campaigns, I've taken on responsibilities such as crafting and influencing marketing strategy decisions, overseeing existing projects, leading custom projects that demand analytical expertise, and actively enhancing overall efficiency and effectiveness in digital marketing strategies.

### Outcomes:

- Increased social media engagement by 50%, resulting in a 30% boost in likes, a 40% rise in shares, and a 25% increase in comments across platforms within six months.
- Successfully drove a 35% increase in website traffic through social media channels, leading to an additional 10,000 monthly visits and a 20% rise in organic search traffic.
- Achieved a 20% improvement in conversion rates for lead generation campaigns, translating to a significant increase in qualified leads for the sales team.

- Optimized paid social media advertising campaigns, resulting in a 25% higher return on investment (ROI) compared to the previous year.
- Grew the social media following by 15% over six months, adding 25,000 new followers across platforms, and enhancing brand reach and visibility.

#### **Major Clients:**

##### **Sebastien Bassong Nguena**

##### **Professional Football Player**

- Managed his Social Media (Facebook, Instagram, LinkedIn, Twitter) and led Website Traffic for coaching courses.
- Created Motivational Content for young athletes.

##### **NIAID (National Institute of Allergy and Infectious Diseases)**

##### **Healthcare**

- Worked with Akary Win (Program and Operation Coordinator) to help with administrative tasks and LinkedIn Management.

##### **Aarza**

##### **Fashion Brand**

- Social Media Management (Facebook, Instagram, TikTok) to drive traffic and sales.
- Content Creation for young women with Brand Goal.

##### **B-Trac Technologies Ltd**

##### **Tech & IT**

- Facebook management to drive traffic and sales.
- Content Creation for tech enthusiasts and potential customers.

#### **UPWORK, San Francisco, California**

**Jan 2021 – Present**

#### **Social Media Marketer & Analytics Expert**

**FREELANCE**

As a new Upwork freelancer in Social Media Marketing & Analytics Expert, my role has already expanded beyond managing and optimizing social media campaigns. I'm adept at crafting marketing strategies, overseeing projects, and leading analytics-driven initiatives to enhance digital marketing efficiency. I'm eager to bring fresh ideas and measurable results to your projects and collaborate effectively.

#### **Outcomes:**

- In my limited experience, I've successfully increased social media engagement by 20%, resulting in a noticeable uptick in likes, shares, and comments.
- I've contributed to a 15% growth in website traffic during my early assignments, driving more visitors to the company's online presence.
- I've had the chance to optimize campaigns that led to a 10% boost in conversion rates, improving the effectiveness of online marketing efforts.
- Leveraging analytics, I've provided valuable data-driven insights to guide decision-making, resulting in more informed strategies.
- I've been involved in refining content strategies, leading to a 10% increase in content engagement metrics, including click-through rates and time spent on the website.

#### **MOPOWER Trading and Construction ltd, South Korea** **Electrical Engineer**

**Mar. 2016 – Jul. 2020**

My role as an Electrical Engineer has evolved substantially since I began, resulting in notable achievements. In addition to core engineering tasks, I've spearheaded projects that improved energy efficiency by 15%, reduced downtime by 20%, and enhanced system reliability by 25%. I've also taken on a leadership role in managing cross-functional teams and contributed to the successful completion of projects worth over \$2 million.

#### **Outcomes:**

- Achieved a 10% reduction in project cost variances by consistently preparing highly accurate cost estimates for electrical components and equipment.
- I've Led a team of electrical engineers and technicians to complete projects 20% ahead of schedule, resulting in increased project throughput.