

Perminder Kaur

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SOCIAL MEDIA MANAGER & CONTENT STRATEGIST

To leverage my extensive experience in content creation, copy-writing, and social media advertising to drive the growth of a dynamic and innovative brand. Seeking a challenging role that utilizes my creative skills, analytical mindset, and passion for social media to build engaging and effective campaigns. Eager to contribute to a forward-thinking team, optimizing social media strategies to enhance brand visibility and achieve measurable results.

KEY COMPETENCIES

Social Media Management
Content Creation
Copy-writing

SEO Optimization
Analytics and Reporting
Graphic Design

UTM Tracking
Lead Generation
Team Management

PROFESSIONAL EXPERIENCE

K21 Academy

Social Media Manager

Sep 2024 - Present

Chitkara Education Trust: Chitkara University

Assistant Manager

June 2021 - Aug 2024

Social Media Executive

Oct 2020 - June 2021

In my current role, I successfully developed and implemented strategies that grew our social media platforms from scratch, increasing overall engagement by 150% and follower count by 200% within the first year. My efforts in content creation, targeted advertising, and community management significantly boosted brand visibility and audience interaction across all channels.

Newshound India Foundation

July 2018 - Feb 2019

Content Writing & Anchoring

I published over 50 articles, anchored various news segments, conducted in-depth research, and contributed to the production of news stories.

CNN News18

July 2018 - Feb 2019

Intern: Website & Output Desk

During my time at CNN News 18 Network, I was deeply appreciated by the management for my dedication and skill in handling major news assignments. I covered significant events, wrote engaging scripts and blogs for their website, and consistently delivered high-quality content that met the network's standards.

India News, AAJ SAMAJ, ITV Broadcasting Network

Summer Program 2019

Intern: Website & Output Desk

I worked on major news assignments, assisted in live event coverage, conducted interviews, performed in-depth research, and contributed to the production of news segments.

EDUCATION & CERTIFICATIONS

MA. Journalism and Mass Communication

Majors: Advertisement and Film Production
Chitkara University

BA(Hons) Journalism and Mass Communication

Punjabi University

Diploma in Digital Marketing

Symbiosis Online Education

OTHER ACCOMPLISHMENTS

- Social Media coverage for Government of India, Ministry of Culture & National Art Academy, Celebrity Concerts
- Celebrity Interviews including Imtiaz Ali, Ananya Birla, Gaur Gopal Das, Aman Gupta, Ashneer Grover, Kapil Sharma and many more.

REFERENCES

Tanushri Upadhyay - tanushri789@gmail.com - 9871827789
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