

# Sunidhi Singh

Social Media Manager

## CONTACT

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## EDUCATION

### Ranchi Women's College

Bachelor of Computer Applications (BCA)  
2021 - 2024

### Jagarnath Jain College

Higher Secondary Education (12th)  
2021

## SKILLS

- Social Media Strategy
- Content Planning
- Analytics & Performance Tracking
- Local SEO & Google Business Profile Optimization
- YouTube SEO & Video Optimization
- Meta Ads (Facebook & Instagram Advertising)
- Video Content & Reels Strategy

## PROFESSIONAL SUMMARY

Results-oriented Social Media Manager with strong expertise in social media strategy, Meta Ads, YouTube SEO, and Local SEO. Experienced in managing and growing brand presence across Facebook, Instagram, LinkedIn, and YouTube through strategic content and performance-driven campaigns.

## WORK EXPERIENCES

### Social Media Manager

2024-Present

### DigiCrow Consulting

- Manage social media accounts for clients across education, finance, restaurant, and corporate sectors.
- Develop and execute social media strategies for Facebook, Instagram, LinkedIn, and YouTube.
- Create and schedule posts, reels, and campaigns to improve brand visibility and engagement.
- Manage Meta Ads (Facebook & Instagram) for lead generation and brand awareness.
- Optimize YouTube videos using SEO (keywords, titles, descriptions, tags) to increase reach and watch time.
- Track performance using social media analytics and insights to improve campaign results.
- Plan monthly content calendars and coordinate with design teams.

## TOOLS & PLATFORMS

- Meta Business Suite
- Canva
- VidIQ
- Google Analytics
- Google Business Profile
- Facebook Ads Manager
- Instagram Professional Tools
- YouTube Studio

## EVENT SOCIAL MEDIA MANAGEMENT

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Handled digital promotion and live social media coverage for major events including:

**Everest Summit 2.0 & 3.0**  
**TEDx Kanke (2 editions)**  
**Times Business Awards**

Key Results:

- Achieved 14K+ content views through optimized social media campaigns.
- Increased 3-second video views by 415% through engaging short-form video content.
- Improved 1-minute video views by 1.7K% through video optimization strategies.
- Generated 414+ audience interactions through strategic engagement campaigns.
- Increased watch time by 542% through optimized video content.
- Reached 4,120+ viewers organically through social media promotion.