

Poornima K

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PROFESSIONAL SUMMARY

I am fluent in key social media platforms, with an emphasis on Facebook, Twitter, Pinterest, and Instagram. My exceptional written communication skills allow me to craft effective tweets and posts that inspire user engagement and drive traffic. I'm also comfortable with Google ads and Hostinger, and have experience managing a regular content schedule.

In addition, I've worked with social media analytics tools such as Copy.ai, and am proficient in analyzing a set of data and semantics from social media platforms such as Twitter. I am then able to interpret and draw solutions from these sets of data and successfully strategize future social media campaigns based on them.

EDUCATIONAL BACKGROUND

Secondary School examination, Central Board of Secondary Education New Delhi | 2015 August - 2016 August

Senior School examination, Central Board of Secondary Education Delhi | 2018

August - 2019 May (CBCS), B.A. HONS. (POLITICAL SCI), School of Open Learning, University of Delhi

Delhi | 2019 August - 2022 August Certificate in French, Mata Sundri college for women, University of Delhi New Delhi | 2019 August - 2020 July Diploma in French, St. Stephen's college, University of Delhi Delhi | 2020

PROFESSIONAL EXPERIENCE

June 2017 - September 2017
Assistant manager at Clothing Edit/ Sejal Kumar

Successfully spearhead campaigns on social media platforms including Facebook, Twitter, and Instagram

Manage social media planning for execution of marketing strategies and community management

Implement marketing and promotion tactics that led to 25% growth in total social media shares and 27% increase in website traffic from social media posts

Monitor online presence of company's brand and engage with users, strengthening customer relationships

Assisted and managed shooting locations, production and crew.

October 2017 - February 2019
Wedding coordinator at Event pillars

Coordinated weddings, birthdays, and reunions. Skills Used Organisation of business records.

Contacted various vendors to arrange and schedule for the event through phone or email.

Worked with a variety of individuals including the client, vendors, and family to ensure proper execution.

Organised multiple out of city events that included travel for clients and the company.

Managed various staff from different businesses.

Assisted with setting up decorations, pinning on flowers, greeting guests.

Communicated with the bride and groom prior to the wedding.

Created and managed helpful tools such as a detailed wedding timeline, website, a comprehensive budget.

October 2022- Present
Founded PSbewitched