

JAGANYA SRIKUMAR

CONTENT CREATOR | SOCIAL MEDIA MANAGEMENT | CONTENT WRITER

📍 Kerala, India ✉ jaganyasrikumar14@gmail.com 📞 (+91) 7034476109 [LinkedIn Portfolio](#) [Personal Portfolio](#)

Summary.

Versatile content creator and copywriter with experience in social media management and marketing. Skilled in crafting innovative, results-focused strategies that enhance visibility and streamline processes. Adept at managing multiple projects while producing successful outcomes.

Work Experience.

Social Media Admin and Content Creator | Factor Notes, Kochi. July 2023 - January 2024

- Conducted in-depth market research to identify industry-relevant topics and trends, implementing innovative content strategies (e.g., moment marketing), resulting in an 18% increase in Instagram reach.
- Planned and managed a detailed social media calendar, boosting the overall efficiency.
- Created, shot, and edited high-quality content using tools like Canva, Snapseed, and VN, ensuring brand consistency across platforms.
- Streamlined influencer collaboration systems, expanded networks, and enhanced promotional effectiveness.
- Developed product styling strategies for social media content, optimising visuals while reducing unnecessary expenditures.
- Streamlined onboarding processes for new hires in product and content teams, allowing senior staff to prioritise core business functions.

Projects.

- Academic Research (Thesis Paper): Historical Representations and the Real Past: A Study of Historical-themed Films (2023)
- Video Production and Documentary: Produced and edited video content for a visuals-based project, including drafting persuasive copy and conducting interviews with local communities in Mattanchery. (2023)
- Public Relations and Media Campaigns: Contributed to the sustainable tourism campaign as a media team member, specialising in photography and content creation for event coverage. (2022)
- Leadership and Publishing: Designed and coordinated the creation, sponsorship acquisition, and publication of articles for the official college newsletter, Teresian Impact (2021–2022).

Skills.

- Technical Skills: Adobe InDesign, Canva, VN, MS Office.
- Professional Skills: Copywriting, Social Media Management, Influencer Collaboration.
- Soft Skills: Effective Communication, Time Management, Efficiency.

Education.

Bachelor of Arts in English Literature and Communication Studies.	GPA-3.9/5	2020-2023
St. Teresa's College (Autonomous), Ernakulam, Kerala		
<i>Public Relations Intern at Social PR, Kochi.</i>		<i>April, 2022</i>
Senior Secondary (CBSE Board)	GPA - 4.55/5	2019-2020
Sivagiri Vidyaniketan, Thottumughom, Aluva		

Languages.

- English: Native/Bilingual
- Hindi: Professional Working Proficiency
- Malayalam: Native/Bilingual