

Priyanka Prakash

Social Media Manager

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🌐 <https://www.priya-web3.com/>



About

Experienced social media professional adept at managing campaigns, creating engaging content, and using data analysis for growth. Strong organizational skills, excels in dynamic settings, and has deep understanding of Web3.

Education

SheFi Cohort 12 (Scholarship)

Global Web3 & DeFi Education Program

Advanced Social Media Marketing

HubSpot Academy

Social Media Marketing Specialization

Northwestern University

B. Sc Visual Communication

M.O.P Vaishnav College

Skills

- Social Media Strategy
- Content Creation & Curation
- Social Media Advertising
- Marketing Management
- Community Management
- Analytics & Reporting
- Proficient in Figma, Framer, and Adobe Suite.
- Blockchain and Cryptocurrency Knowledge

Languages

- English
- Hindi

Work Experience

Social Media Manager

SocialBeat

Jan 2023- May 2024

GAMEZY

- Drove over 1M app installs and 850K user registrations across Fantasy Cricket, Rummy, Poker, and other casual games through targeted social media campaigns on Facebook, significantly expanding the user base.
- Led social media strategies that resulted in 205K+ cash transactions and 400K+ gameplay actions across multiple gaming categories, driving significant user engagement and enhancing monetization efforts.

BEYOND WATER

- Elevated Beyond Water's market position by leading a targeted social media strategy that yielded a 200% revenue boost and prominent investment on Shark Tank India.
- Innovated social content for Beyond Water that fortified its reputation as India's premier Liquid Water Enhancer, enhancing user engagement and brand loyalty.

SUNDARAM FINANCE

- Led Sundaram Finance's digital marketing campaign, surpassing lead targets by 80% with a strategic blend of content, achieving exceptional cost efficiency.
- Directed a dynamic video content strategy across multiple platforms, leading to a viral marketing success with 14 million views in 24 hours for Sundaram Finance.

INDIAN TERRAIN

- Enhanced Indian Terrain's e-commerce strategy, boosting online sales by forging strategic alliances with major retail platforms like Flipkart and Myntra.
- Leveraged social media for Indian Terrain's retail expansion, effectively promoting new stores in emerging cities and significantly amplifying the brand's growth trajectory.