

AARUSH SHARMA

Social Media Analyst



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Kolkata, India



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EXPERTISE:

- Strategic & Creative Thinking
- Communications
- Business Process Improvement
- Crisis Management
- Analytical Solutions
- Competitors Tracking
- Social Media Measurement
- Keyword Management
- Sentiment Analysis

LANGUAGES:

- English
- Hindi
- Bengali

PROFILE & OBJECTIVES



I am currently part of the Social Media Intelligence Team at ITC as the Team Coordinator. The Team directly reports to the CMC Members to facilitate organizational strategy formulation and implementation. I aim to collaborate with technology driven enterprises and continually update my technical know-how to uncover customer centric insights for strategic decision making.

EDUCATION



PGD – Integrated Marketing Communication [2018-2019]
ST. XAVIER'S COLLEGE, KOLKATA

CA-IPCC [2015-16]
THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA (ICAI)

B.COM (HONS.) – Marketing Management [2013-2016]
ST. XAVIER'S COLLEGE, KOLKATA

ISC – Commerce [2013]
THE HERITAGE SCHOOL, KOLKATA

WORK EXPERIENCE



I. Social Media Analyst at ITC Infotech 20-06-2018 Onwards

- Facilitating ORM Function through application of Social Listening tools
- Articulating content and data points to provide Business Insights
- Analysing Industry Trends/Influencers associated with company brands/business segments
- Ascertaining brand preferences through evaluation of audience conversations and engagement over top media platforms

II. Technical Trainee at Gajanand Vanijya 1-07-2016 to 31-05-2018

- Accounts & Law Compliance
- Assessing and recording share transactions and evaluating the profit generated

III. Marketing Intern at Property Hubs 18-12-2015 to 17-02-2016

- Vendor Relationship Management and Marketing Research on offline marketing initiatives

TECHNICAL SKILLS



SALESFORCE



MS OFFICE



IT TRAINING (ICAI)



PHOTOSHOP



TALLY ERP9

