Prachi Sharma

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EDUCATION

SIPNA COLLEGE OF ENG.
BE in Computer Science
2020 - 2024 | Amravati, MH
CGPA: 8.84 / 10.0

SECONDARY SCHOOL
Ekvira School of Brilliants
2018 | Aggregate: 89.0%

TECHNICAL SKILLS

- Data Analytics & KPIs
- A/B Testing & Optimization
- Technical SEO
- Meta Business Suite
- Audience Segmentation
- CRM & Email Automation
- Python (Basic Automation)

CREATIVE STACK

- Short-Form Video (Reels)
- Post-Production (CapCut)
- Figma UI/UX Design
- Scriptwriting & Hooks
- Vox Pop Field Production
- Brand Voice Architecture

CERTIFICATIONS

- **HubSpot** Content Marketing
- **Google** Digital Garage
- **Meta** Blueprint (Ongoing)

LANGUAGES

English • Hindi • Marathi

INTERESTS

Photography • Tech Blogging
Community Building • AI Tools

PROFILE SUMMARY

Growth-driven Social Media Manager with a technical foundation in **Computer Science**. Specialized in engineering high-retention organic content and data-informed distribution strategies. Expert at scaling brand presence through **short-form video architecture**. Delivering consistent **35%+ engagement growth** through technical SEO and creative storytelling.

PROFESSIONAL EXPERIENCE

ZYVA CHIMES PRIVATE LIMITED | Social Media Manager

Mar 2026 – Present | Bengaluru, India

- Orchestrated a **cross-channel content architecture** for 3 B2B/B2C brands, driving a **45% aggregate reach increase** via platform-specific SEO.
- Engineered a **modular content-funnel** using Python-based automation for trend tracking, reducing production cycles by **20%**.
- Audit and optimize **paid-organic synergy**, utilizing Meta Business Suite insights to lower Cost Per Engagement (CPE) by **12%**.
- Spearheaded a **Brand Voice Documentation** project, ensuring 100% consistency across freelance design and copywriting teams.
- Implemented **A/B testing frameworks** for video hooks, resulting in a **18% improvement in average watch time** on Instagram Reels.

ONEASSURE | Social Media Marketing Manager

Apr 2025 – Feb 2026 | Bengaluru, India

- Quantified organic growth by driving a **35% surge in engagement** and converting **15% of new reach into high-intent followers**.
- Performed **Technical SEO audits** on metadata and alt-text, securing a **25% increase in Explore Page impressions**.
- Collaborated with Product Designers in **Figma** to create high-fidelity UI-centric social assets, improving click-through rates (CTR) by **20%**.
- Streamlined the **Community Management workflow**, maintaining an average response time of under 2 hours to boost brand sentiment.

KEY IMPACT PROJECTS

VIRAL GROWTH CAMPAIGN | Content Architecture & Distribution

- Directed an educational "High-Hook" campaign that garnered **66,000+ organic views** by leveraging trending audio and niche-specific keywords.
- Analyzed post-performance metrics to identify a **300% increase in "Save" rates**, repurposing the data into a high-converting lead magnet.
- Mapped the user journey from **short-form video to link-in-bio**, resulting in 400+ direct website referrals within 7 days.

VOX POP SERIES | Field Production & Narrative Strategy

- Produced a "Street Finance" series in Bengaluru to demystify insurance; grew organic shares by **40%** and profile visits by **50%**.
- Developed a **repeatable production framework** (scripting to post-production) that lowered the cost of lead acquisition by **15%**.
- Utilized **sentiment analysis** on comment sections to pivot future episode topics, ensuring high community relevance and retention.