

CHRISMUHI

SOCIAL MEDIA MARKETER

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SUMMARY

A full-stack marketing enthusiast with a proven track record of collecting 1000+ leads within 6 months through community management, leveraging exceptional persuasion and conversational adaptability. Simultaneously managed multiple roles while overseeing 3+ social media pages, contributing to strategic planning and enhancing team output during high-pressure periods. Relying on situational analysis and employing a distinct psychological approach to problem-solving, ensuring effective and impactful results.

AREAS OF EXPERTISE

Problem Solving	Social Media	Adaptability
Content Writing	Videography	Calendar Management
Community Management	JIRA boards	Strategizing flows (Many chat)

PROFESSIONAL EXPERIENCE

Edvoy Technologies Private Limited

Sep 2023 - Oct 2024

- Optimized paid media campaigns (via META) through audience segmentation, A/B testing, and strategic ad placement, improving engagement and conversion rates.
- Analysed social media performance metrics to refine content strategies, boost reach, and strengthen brand visibility.
- Developed and localised social media calendars for diverse regional audiences (Middle East, India, Europe), ensuring cultural and linguistic relevance.
- Managed end-to-end video production, including scripting, filming, post-production editing, and creative quality control to ensure brand consistency.
- Monitored customer reviews across social platforms, Google Suite, and App Stores, implementing sentiment analysis and resolution strategies to enhance brand reputation.
- Designed and implemented an automated Instagram chatbot using ManyChat, optimising conversational flow, reducing response times, and improving user engagement.
- Utilized JIRA for task tracking, workflow optimisation, and cross-functional collaboration to improve project efficiency.

EDUCATION

Jain University, Bangalore, Karnataka

July 2020-May 2023

- BA in Psychology, Journalism and English Literature

ADDITIONAL INFORMATION

- **Languages:** English, Telegu, Tamil, Hindi
- **Certifications:** Digital marketing and Data science (Intellipat), Advanced Grammar and Grammar foundations (Linkedin), Technical Writing: Reports (Linkedin).
- **Skills:** Microsoft Office, Capcut, Figma, Canva, JIRA, Google business suite.