

# Kirti (Katie) Khanna

*Hey, I am a former novelist and an entrepreneur. With 7 years of experience, I have developed my skills in social media management and branding. I am proficient in all aspects of social media platforms including blogging, content creation, and graphic design. My work has resulted in the rapid growth of my clients' businesses and brands on all major platforms including Twitter, Facebook, Instagram, LinkedIn, Pinterest, TikTok, and Youtube.*

## EXPERIENCE

### Channel Program, Maryland — Social Media Manager

APRIL 2022 - PRESENT

- Setting up the company's social media accounts.
- Creating content in different forms like social posts, videos, blogs, infographics, and more.
- Planning & managing bi-weekly and monthly content calendar.
- Execute the drafting, scheduling and publishing of social media content.
- Creating social media campaigns for different events & product launches.
- Community management on all platforms by engaging with audiences.
- Tracking and analyzing the performance of campaigns & initiatives.
- Outreach campaigns to generate leads via LinkedIn.
- Running paid ad campaigns on LinkedIn.

### B.I.M.G, Vaughan — Digital Marketing Account Manager

JANUARY 2022 - APRIL 2022

- Handling & managing client accounts.
- Biweekly content calendar planning & execution.
- Creating content in different forms like social posts, videos, blogs, infographics, and more.
- Building digital marketing strategy and content strategy for new products/ clients.
- Running paid ad campaigns on Facebook and Instagram.
- Scheduling & analyzing social media content via Zoho Social.
- Preparing marketing proposals & sales decks for prospects.
- Designing marketing flyers, brochures, infographics, etc. for print media.

### GzooH Kitchens, Calgary — Digital Marketing Manager

NOVEMBER 2020 - MARCH 2022

- Creating and deploying insightful, engaging content on different digital platforms to build the brand's online reputation.
- Identifying emerging industry trends while improving standard operating procedures to manage content deliverables in various formats.
- Building partnerships & generating leads.
- Community building and engagement on different channels.
- Managing website content & copywriting to optimize web pages for SEO

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**Portfolio link:**

<https://kirtikhanna.com/portfolio>  
[o](#)

## SKILLS

Social Media Management

Graphic Design

Community Engagement

Video Production

Video Editing

Business Presentations

Content Writing

Web Copywriting

Business Analysis

Digital Strategy

Project Management

Communications

## PLATFORMS

Facebook

Instagram

LinkedIn

Twitter

TikTok

Pinterest

Discord

Reddit

Quora

Stumble Upon

rankings.

- Blogging on trending topics and submitting press releases.

## **Cloud Foodie, California — *Social Media Manager***

APRIL 2021 - DECEMBER 2021

- Optimizing social media channels with engaging copywriting & keywords.
- Building online brand presence and increasing brand awareness.
- Collaborating with the team to create social media content in various formats like graphics, videos, blogs, web pages, etc.
- Planning monthly content calendar & scheduling posts via Buffer.
- Analyzing campaign performance to improve the strategy.

## **The Synergy Works, Chandigarh — *Content Consultant***

OCTOBER 2019 - OCTOBER 2021

- Building content marketing strategy
- Creating SEO optimized content for web pages & blogs
- Identifying target audiences and working on topics that interest them.
- Analyzing performance of blogs with the help of Google Analytics
- Managing web content through Wordpress CMS
- Copywriting for different clients

## **EDUCATION**

### **Masters of Computer Applications, Punjab Technical University– Ludhiana, Punjab**

AUGUST 2013 - AUGUST 2015

### **Bachelors of Computer Applications, Punjab Technical University– Ludhiana, Punjab**

JULY 2010 - AUGUST 2013

## **TOOLS**

Facebook Business Manager

Canva (Design)

Adobe Photoshop (Design)

Buffer (Scheduling & SMM)

Zoho Social

MailChimp (Email)

Hubspot (CRM)

InShot (Video Content)

iMovie (Video Editing)

Trello (Project Mgt)

Google Analytics

MS Office

MS Excel

Wordpress Management

Grammarly (Writing)