

# AANSHIK CHAUDHARY

## SOCIAL MEDIA EXECUTIVE | FREELANCER

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### PROFILE

Results-driven social media executive with two years of experience, dedicated to enhancing brand visibility and audience engagement across multiple platforms. Expertise in social media management, content creation, and videography enables the development of captivating campaigns that resonate with target audiences. A strong collaborator, effectively aligning marketing strategies with creative storytelling to drive impactful results. used editing softwares like davinchi resolve

### PROFESSIONAL EXPERIENCE

#### social media executive , acuravision clinics , Meerut November 2024 — Present

- Developed and executed social media strategies to enhance brand visibility and engagement.
- Created engaging content across multiple platforms,
- Analyzed social media metrics to drive improvement in campaign performance.
- Collaborated with marketing teams to align social media efforts with overall marketing goals.
- Monitored trends and competitor activity to identify opportunities for growth.

#### videographer , impossible marketing , Meerut January 2024 — June 2025

- Created engaging video content for marketing campaigns at Impossible Marketing.
- Collaborated with cross-functional teams to develop visual storytelling strategies.
- Managed video production schedules to meet tight deadlines.
- Edited raw footage into polished final products using industry-standard software.
- Analyzed audience engagement metrics to optimize future video projects.

### EDUCATION

#### High School July 2010 — June 2020

st francis convent school, Meerut  
Board Name - ICSE

#### Senior Secondary July 2020 — July 2022

VIDYA GLOBAL SCHOOL, MEERUT  
Board Name - CBSE  
Stream: Physics, Chemistry, Biology (PCB)

#### Bachelor of Science August 2022 — July 2025

MIET, meerut  
B.Sc. in Microbiology | [ CCS University ]  
Focused on microbial research, lab skills, and applied biological sciences.

#### Master of Science August 2025 — Present

MIET , meerut  
**Master of Science (M.Sc.) in Microbiology (Pursuing)**  
Expected Completion: [2027]  
*Currently studying advanced microbiology, immunology, and molecular biology.*

### TECHNICAL SKILLS

social media managment

content creation &  
editing

videography and  
photography

client relationship  
managment

project and time mangment