

VANISHA MURARKA

Social Media Manager • Content Strategist

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PROFESSIONAL SUMMARY

Social Media Manager and Content Strategist with 3+ years of experience building brand presence, driving audience growth, and executing full-funnel digital campaigns across Indian and U.S. markets. Proven track record of growing social engagement by up to 25% and interaction rates by the same margin, scaling an Etsy shop from 0 to 250 orders in under a year, and boosting organic traffic by 30% through strategic content. Fluent in English and Hindi; experienced managing bilingual lifestyle, tech, and e-commerce verticals, with growing exposure to LinkedIn content strategy for B2B clients.

PROFESSIONAL EXPERIENCE

Account Executive — Social Media & Digital Marketing — Awgmen Oct 2024 – Present • Hyderabad, India

- Grew Instagram and LinkedIn engagement by 15% and interaction rates by 25% through data-driven content calendars, trending hooks, and audience-aligned copy.
- Managed a U.S.-based e-commerce client end-to-end — scaled their Etsy shop from 0 to 250 orders in under a year by optimising listings, running Google Ads, and aligning ad strategy with seasonal demand to lift conversion and revenue.
- Produced high-performing Reels, carousels, and static posts in English and Hindi across lifestyle and tech verticals, strengthening cross-cultural brand voice.
- Built LinkedIn content calendars and long-form articles for B2B clients, developing messaging around industry-specific themes for founder and enterprise audiences.
- Supported paid social campaign planning across Meta and Google Ads, assisting with targeting and creative recommendations alongside day-to-day content execution.
- Monitored campaign analytics via Meta Ads Manager and Google Analytics, iterating on creative and targeting to continuously improve CPM and engagement rate.

Growth Marketing Associate — Apxor Technologies

Aug 2023 – Oct 2024 • Hyderabad, India

- Led targeted digital campaigns that increased user engagement by 20% within 3 months, contributing directly to product adoption metrics.
- Wrote and published 15+ SEO-optimised blog posts that drove a 30% increase in organic website traffic and improved keyword rankings across core product terms.
- Designed marketing collateral in Canva for product launches, working cross-functionally with product and engineering teams to ensure on-brand, timely delivery.
- Built and maintained a content calendar aligned with product roadmap and growth milestones.

Digital Marketing Intern — IIDE

Jul 2023 – Aug 2023 • Hyderabad, India

- Devised a Quora content strategy that generated 50+ qualified leads and measurably increased brand visibility within one month.
- Authored SEO-optimised blog content that improved organic search rankings by 25% for target keywords.

SKILLS & TOOLS

Social Media	Instagram, LinkedIn, Meta Ads Manager — content planning, community management, paid campaigns
Content & Copy	Copywriting, SEO blog writing, bilingual content (English & Hindi), campaign messaging
Analytics	Google Analytics, Meta Ads Manager, performance reporting, A/B testing
Tools	HubSpot, Canva, ChatGPT, Etsy Shop Manager, Mr.E CRM, Google Ads, Quora
Strategy	Full-funnel digital marketing, content calendars, audience research, campaign optimisation

CERTIFICATIONS

HubSpot Academy — Inbound Marketing, Digital Marketing, Social Media Marketing (Aug 2023)

EDUCATION

Bachelor of Business Administration (Marketing)

Jul 2020 – Jul 2023

Ethames Degree College, Hyderabad, India