

BHAWNA SETHI

SOCIAL MEDIA MARKETER

CONTACT

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CORE COMPETENCIES

- Social Media Management (Instagram, LinkedIn, Facebook, Twitter)
- Content Creation & Strategy
- Canva Designing (Static Posts, Flyers, Creatives)
- Copywriting & Hook Line Creation for Reels/Posts
- Engagement Handling (DMs & Comments)
- Email Marketing (Mailchimp)
- Analytics & Reporting
- Trend Research & Calendar Planning

EDUCATION

- Bachelor of Commerce**
HNBGU University, Uttarakhand
2019–2021
Class XII | CBSE
- Kendriya Vidyalaya, Rishikesh
2017–2018
Class X | CBSE
- Kendriya Vidyalaya, Rishikesh
2014–2015

PROFESSIONAL SUMMARY

Social Media & Digital Marketing professional with experience managing multiple platforms, creating engaging content and reels, designing posts in Canva, handling audience engagement, and executing email marketing campaigns. Skilled in content planning, copywriting, and performance reporting to drive brand growth and online visibility.

WORK EXPERIENCE

Vensysco Technologies **October 2025 - Present**

Social Media Marketer

- Managed and executed monthly social media calendars across multiple platforms to maintain consistent brand presence.
- Created engaging content (posts, reels, and graphics) aligned with AI Cloud and AI Surveillance solutions.
- Developed compelling captions, hook lines, and content copies to boost reach and engagement.
- Designed creatives using Canva, ensuring visually appealing and brand-consistent content.
- Handled audience engagement by responding to comments, messages, and queries promptly.
- Analyzed performance and prepared monthly reports to track growth, reach, and engagement metrics.

Tectra Technologies **November 2024 - September 2025**

Social Media Marketer

- Managed and executed monthly social media calendars across different platforms.
- Prepared monthly performance reports to track growth, reach, and engagement.
- Handled audience engagement by replying to DMs and responding to comments.
- Created static posts and graphics using Canva.
- Developed content copy and creative hook lines for reels and posts.
- Contributed to overall content strategy and planning to align with brand goals.

1 Stop Merchandising Solutions **July 2023 - September 2024**
Social Media Executive

- Managed all social media handles with consistent posting and engagement.
- Designed static posts and creatives using Canva.
- Executed email marketing campaigns through Mailchimp.
- Created flyers and promotional designs for email marketing campaigns.

- Handled social media platforms for two crypto projects – Gyre Network and Coincred.
- Managed the engagement part by replying to comments, DMs, and building community interaction.
- Created corporate-related reels to boost brand visibility and audience connection.
- Designed static posts and creatives for regular content updates.
- Developed content, copy, and hook lines tailored for crypto audiences.