

# GAURAV GUHA

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LinkedIn Profile-

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## BUSINESS OPERATIONS AND SOCIAL MEDIA MANAGER

### PROFILE

Digital and Content Strategy Experience | Social Media Management | Creating reports as per client metrics| Analysing data to better the Digital Performance| Campaign Management

### EXPERIENCE

#### BUSINESS OPERATIONS AND SOCIAL MEDIA MANAGER

##### Interaction One Solutions Pvt Ltd. (March 2017 - present)

- Social Media Management
- Campaign Management (Social Media Platforms and Google)
- Creating Digital Strategy as per client requirements
- Report creation and structuring as per client requirements
- Analysing data to better the Digital Performance
- Overseeing of website management and SEO optimization for the sites.

#### CONTENT AND OPERATIONS ASSOCIATE

##### Mobmerry ( June 2016- March 2017)

- Responsible for Client Onboarding, Overseeing client relationship.
- Overseeing regular stock updates on the platform.
- Co-ordinating and Overseeing order confirmations and logistics.
- Data collection and formulation for analysing and presenting.

#### OPERATIONS ASSOCIATE

##### VBooky (July 2015 - May 2016)

- Responsible for Client Onboarding, Overseeing client relationship.
- Content Development and SEO optimization

### SKILLS

- Social Media Marketing
- Google Ads
- Content Creation
- Digital Strategy
- SEO Optimization
- Client Relationship
- Google Analytics

### EDUCATION

#### B.E

Kavikulguru Institute of Technology and Science, Ramtek (2009- 2015)

#### SCHOOL

Tagore Academy, Jamshedur (-2009)