



MAHI KALRA

SOCIAL MEDIA EXECUTIVE

SUMMARY

Creative and performance-driven Social Media Executive with hands-on experience in influencer marketing, real estate, and the beauty industry. Expert in end-to-end content strategy, from on-site shoots to data-driven performance analysis. Having completed a Master's in Digital Marketing from DIDM, I bring a proven track record of managing high-aesthetic brand presence and impactful digital campaigns.

EXPERIENCE

Shryoan Cosmetics Kohat, Delhi
Social Media Executive 11/2025 - 02/2026

Beauty & Makeup Essentials Online

- Directed on-site shoots and executed social media strategies aligned with brand aesthetics.
- Conducted Instagram audits and "Personal Reports" to optimize platform engagement.
- Managed influencer outreach and coordinated product dispatches for PR collaborations.
- Performed competitor analysis and created low-level graphic designs for daily assets.

Sociopool India Pvt. Ltd. Pitampura, Delhi
Social Media Executive 11/2024 - 10/2025

Influencer Marketing Company

- Managed social media presence for multiple influencers under guidance.
- Created detailed video content scripts tailored to each influencer's niche.
- Coordinated with influencers to ensure timely content creation.
- Oversaw video editing and optimized content for various platforms.
- Handled scheduling and posting across Instagram, YouTube Shorts, and more.
- Gained hands-on experience in influencer coordination and content strategy execution.

Vilasita Realty Delhi, India
Social Media Intern 06/2024 - 10/2024

- Led daily Instagram reel creation and publishing.
- Handled social media strategy and boosted organic reach.
- Developed content calendars and brand-aligned visuals.

EDUCATION

University of Delhi Delhi, India
Bachelor of Commerce Honours 2023 - Present

Delhi Institute of Digital Marketing Delhi
Master's in Digital Marketing 06/2024 - 10/2024

Step By Step Public School Alwar, Rajasthan
Higher Secondary 01/2022 - 01/2023

CONTACTS

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SKILLS

Canva · Microsoft Excel ·
Microsoft Word · SMO · SMM · Gmail ·
Instagram · Facebook ·
Platform Analysis · Influencer Marketing ·
Competitor Analysis · Content Strategy

PROJECTS

Digital Marketing Project – Online Striker

Delhi 09/2024 - 10/2024

- Executed SEO strategies including on-page/off-page optimization.
- Conducted competitor analysis and authored SEO blogs.
- Focused on improving web visibility and audience engagement.

LANGUAGES

ENGLISH Proficient ●●●●●

HINDI Native ●●●●●