

CHRESHALL NIKHIL KURUKURU

Social Media and Community Manager APAC

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CAREER PROFILE

Proficient in developing high impact social media strategies, digital campaigns, content calendars based on data-driven insights. Tech-enthusiast with a strong sense of digital design and video production, focused on accomplishing better results with a combination of best tools and people management.

Highly motivated professional with a proven track record of optimising workflows and managing diverse teams.

EDUCATION

Masters of Interaction Design (Extension)

2019-2021 *University of Technology Sydney (UTS), Ultimo NSW*

Bachelors of Computer Science Engineering

2015-2019 *Lovely Professional University (LPU), India*

VR Developer Nanodegree

2017-2019 *Udacity, India*

WORK EXPERIENCE

Social Media and Community Manager

Apr 2023 - Present | Secret Media Network / Fever | Sydney NSW

- Managed a digital portfolio of 16 cities across 5 countries in APAC region, collectively garnering over 5 million followers.
- Increased the monthly engagement score by 30% for the APAC region.
- Developed and implemented a localised content calendar that resulted in 89% increase in the company's digital presence within a year.
- Grew social media accounts from scratch to 35K followers within 3 months by following a hyperlocal approach along with paid digital campaigns.
- Collaborated with digital influencers and executives to develop targeted marketing campaigns and establish strategic partnerships, resulting in significant impressions and increased engagement on Instagram.
- Devised winning strategies to expand user base by analysing global user trends and crafting localised content. Curated, composed engaging copy and visuals to maintain consumer loyalty & optimise posting times across several social media platforms.

Content Manager

Jan 2022 - Mar 2023 | Blisspot | Wynyard NSW

- Successfully managed and maintained content for 64 global experts, leading to an upsurge in both organic and paid followership.
- Monitored various social media campaigns across multiple platforms, resulting in a 15% increase in brand recognition and community engagement.
- Cultivated and sustained a thriving international community of subject matter experts.
- Designed and curated innovative course materials and email marketing campaigns to heighten user engagement, leading to optimised open rates and retention rates.

Content Creator and Social Media Assistant

Nov 2020 - Oct 2022 | AJD Social Media | Wynyard NSW

- Conceptualised innovative campaigns aligned with client branding to foster virtual engagement and website leads.
- Implemented specialised post-production methodologies to enhance visuals, leading to an upsurge in viewership.
- Established effective communication channels between clients and team members.

- Led and developed strategies and campaigns for clients' series, specials, and initiatives.
- Implemented social media campaigns to increase engagement and drive revenue.

Social Media Executive

Oct 2021 - Jan 2022 | Go Hudson Digital | North Sydney NSW

- Successfully developed and implemented impactful social media strategies that significantly enhanced client engagement and revenue growth.
- Proficiently managed and analysed the performance of social media campaigns, consistently generating innovative ideas and identifying emerging trends to optimise campaign effectiveness.
- Effectively collaborated with team members, clients, and stakeholders, fostering open communication and ensuring alignment of objectives.
- Engaged in creative ideation and development, delivering visually compelling content that resonated with target audiences and achieved desired business outcomes.

Content Creator and Technical Assistant

Aug 2020 - Jan 2021 | VR Kingdom | Rosebery NSW

- Managed and curated content across all social media platforms.
- Provided on-site IT support and troubleshooting services for all devices.
- Produced custom videos for special occasions as requested.
- Provided guidance and supervision to customers during immersive VR experiences.

UNICEF Representative

Aug 2019 - Dec 2019 | Xplore Services Pyt. Ltd. | Ultimo NSW

- Engage with the general public as a compensated fundraiser to solicit financial contributions for UNICEF Australia. Secured pledges for donations from potential donors.

SKILLS

Digital Tools and Platforms:

- Content Management Systems: Brandwatch, CrowdTangle, WordPress, Sprinklr
- Social Media Scheduling: Later, Storrito, Sprout Social
- Design Tools: Adobe Creative Suite, Canva, Midjourney

Marketing and Outreach:

- Digital Marketing: Meta Business Suite, LinkedIn Business Manager, YouTube Studio
- Community Engagement: Facebook, Instagram, Threads, TikTok, YouTube, Discord, LinkedIn
- Research: UX Research and Methodologies

Analytical and Programming Skills:

- Data Analytics Tools: Google Analytics, Google Search Console, Metabase
- Programming Languages: PHP, HTML, CSS, Java, Unity

Management and Coordination:

- Project Management Tools: Jira, Trello, Monday.com
- Communication and People Management

ACHIEVEMENTS AND PUBLICATION

- Published Research: Conducted and published a study on olfactory-enhanced VR at UTS & CSIRO. [Link](#)
- Recipient of Postgraduate Dean's List at UTS
- Top 10 of Techgig Jio AI Code Gladiators, Mumbai
- Top 5 Teams in Code Apocalypse by CodeChef
- Semi-finalists at Microsoft Hackathon