

VAISHNAV VALSAN

Kannur, Kerala

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PROFESSIONAL SUMMARY

Creative and results-oriented Social Media Manager & Video Editor with hands-on experience managing brand Instagram and Threads accounts. Skilled in content strategy, Instagram analytics, YouTube analytics, audience engagement, and short-form video production. Experienced in coordinating website photoshoots, planning digital campaigns, and enhancing brand visibility through strategic content. Passionate about social media marketing, trend analysis, and performance-driven growth.

WORK EXPERIENCE

Social Media Manager & Video Editor

Cocoon Apparels – Bengaluru, India (June 2025 – Present | 8 Months)

- Manage and execute Instagram content strategy to increase brand visibility and engagement.
- Create reels, promotional videos, and product-based storytelling content.
- Analyze Instagram insights including reach, engagement rate, impressions, and follower growth.
- Coordinate website photoshoots and product content production.
- Handle videography, editing, and post-production for social media campaigns.
- Collaborate with marketing and website teams to ensure brand consistency.

Social Media Manager (3-Month Experience)

NextInterview.ai

- Managed the company's Instagram page and Threads account.
- Developed AI and career-focused content aligned with brand voice.
- Scheduled posts and maintained a structured content calendar.
- Monitored engagement metrics and optimized content performance.
- Improved audience interaction through consistent brand communication.

SKILLS

Social Media Management, Instagram Marketing & Analytics, YouTube Analytics, Content Strategy & Planning, Reels & Short-form Content Creation, Social Media Campaign Execution, Audience Engagement & Growth, Digital Branding, Videography, Video Editing (CapCut, Adobe Premiere Pro, Adobe After Effects), Motion Graphics, Colour Grading, Creative Thinking, Team

Collaboration, Time Management.

EDUCATION

Bachelor of Technology in Computer Science

Vimal Jyothi Engineering College, Kannur (Expected: May 2025)

Higher Secondary – Computer Science

AKGSHSS Peralassery, Kannur (Completed: May 2019)

LANGUAGES

English – Fluent | Malayalam – Fluent | Hindi – Fluent