

RIYAS AHAMED.S

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PROFILE

As a digital marketer with a year of experience in social media marketing, I have worked with several brands and supported clients at every step. I am eager to work with you, understand your business and help you achieve your aims and objectives.

SKILLS

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|--------------------------|----------------------|---------------|
| - Social Media Marketing | - Strategic thinking | - Videography |
| - Meta ads | - Market Strategy | - Figma |
| - Market research | - Linked in ads | - Capcut |
| - Content marketing | - Adobe photoshop | - Canva |
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EXPERIENCE

Appenius Technologies | Social Media Executive | April 2024 -April 2025 - Present

- I have worked as a Social Media Executive, managing the company's social media accounts, including the Simplified E-Learning, Simplified Jobs and Isfum social media accounts.
- Handled all aspects of social media, including scriptwriting, content calendar creation, audience engagement through comments and DMs, and growing an active follower base.
- Responsible for optimizing my company's and clients' social media accounts by designing posters and editing videos to make their online presence more active
- Handled the camera to shoot videos and create engaging content for the social media accounts of all five of my clients.
- Worked on market research and ad campaigns on Meta and LinkedIn, using insights to improve performance.
- Helped my client recruit employees for their business by running job ads on LinkedIn.
- Gained 10,000 followers on Facebook in just 11 months, and one of the Instagram reels reached 8.1 million views.

Brand Monk Consulting | Social media intern | July-October 2023 - Internship

- During my internship, I worked as a social media intern at Brand Monk Consulting and had the opportunity to manage brands like Naturals and BOCS Pizza.
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EDUCATION

- B.com Accounting and Finance, Sri Krishna college of arts and science, 2019 - 2023