

Merline P Lal

[Portfolio \(link\)](#)

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Professional Summary

Dynamic and results-oriented Social Media Specialist with over 3 years of comprehensive experience in managing multi-platform social media campaigns, driving audience engagement, and delivering measurable growth. Known for creating high-quality, visually appealing content, optimizing strategies based on analytics, and building strong online communities. Expertise in developing creative solutions and maximizing brand presence through insightful, data-driven approaches.

Core Competencies

- **Social Media Management:** Skilled in handling diverse platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, TikTok), focusing on community growth and engagement.
- **Content Creation & Curation:** Proficient in designing on-brand, visually compelling content using Adobe Creative Suite (Illustrator, InDesign, Premiere Pro) and Canva.
- **Strategic Campaign Execution:** Demonstrated success in planning, launching, and optimizing campaigns that drive brand awareness and engagement.
- **Analytics & Reporting:** Strong analytical skills with experience in Google Analytics and Facebook Insights to track performance, evaluate ROI, and refine strategies.
- **Video Content Creation:** Advanced skills in DaVinci Resolve and CapCut to produce high-engagement video content.

Technical Skills

- **Designing Software** - Adobe Illustration, Adobe In design, Canva
- **Video Editing Software** - Adobe Premiere Pro, Vegas Pro, DaVinci Resolve
- **Google Tools** - Google Analytics, Google Ads, Google Search Console, Google tools
- **Microsoft**- Microsoft Excel, Microsoft Word, Microsoft PPT
- **Platforms** - HubSpot, Word Press

Experience

Creative Coordinator - OSM Digital Marketing Agency, Belleville,ON

November 2023 – March 2024

- **Increased Engagement:** Developed and executed monthly social media calendars, achieving a 20% rise in audience engagement across platforms.
- **Content Creation:** Designed and curated graphics, videos, and other multimedia content aligned with marketing goals, significantly boosting interaction.
- **Data-Driven Insights:** Analyzed key social media metrics, preparing detailed reports on engagement, reach, and follower growth to optimize future content.
- **Collaborative Campaigns:** Partnered with marketing teams to launch cross-platform campaigns, contributing to a 15% growth in brand visibility and audience reach.
- **Community Engagement:** Actively managed online community interactions, ensuring timely responses and fostering relationships with followers to enhance brand loyalty.

Social Media Marketing Intern- AMS Digital, Belleville, ON

2023 (One-Month Internship)

- **Follower Growth:** Managed Instagram, Facebook, and LinkedIn for clients, leading to a 30% increase in follower base over six months.
- **Brand-Aligned Content Calendars:** Strategized and executed content calendars aligned with clients' branding and objectives to maximize engagement.
- **Creative Asset Production:** Produced impactful video content and graphics that supported promotional efforts, yielding a 25% boost in engagement.
- **Trend Monitoring:** Kept up-to-date with social media trends and competitor activities, adjusting strategies to improve content relevancy and interaction rates.

Marketing Developer - Explayin Media, India

December 2021 – July 2022

- **Boosted Organic Traffic:** Created and optimized web content following SEO best practices, driving a 35% increase in organic web traffic over one year.
- **Enhanced Customer Retention:** Developed engaging marketing scripts and animations that contributed to a 10% improvement in customer retention rates.
- **Content & Design Leadership:** Led content development and designed marketing materials, including brochures and newsletters, resulting in a 25% increase in audience engagement.

Copy Writer - Gilly's Advertising Bureau, India

July 2020 – October 2021

- **Brand Voice Consistency:** Crafted compelling copy across multiple marketing channels, ensuring a consistent and engaging brand voice.
- **Quality Assurance:** Edited and proofread content to uphold high standards of clarity, accuracy, and alignment with overarching marketing objectives.
- **Project Leadership:** Led special projects in content development and execution, successfully managing end-to-end content strategy for targeted campaigns.

Education

Postgraduate Diploma in Public Relations and Event Management

Loyalist College, Belleville, Canada | 2024

Postgraduate Diploma in Advanced Film Making and Digital Content Creation

Loyalist College, Belleville, Canada | 2023

Master's Degree in Mass Communication and Journalism

Sacred Heart College, Kerala, India | 2017 – 2019

Bachelor's Degree in English Literature and Journalism

Holy Cross College, India | 2014 – 2017