

Vani Rao

Social Media Manager · FICTIONAL SAMPLE
Hyderabad, India

❖ Summary

Fictional demonstration candidate. All employers, education, projects, achievements and outcomes are illustrative and unverified. Not a real application or licence record. Social Media Manager with an illustrative 13-year career in digital acquisition, lifecycle marketing and performance measurement. Combines social strategy, content planning, community moderation with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment. Selected work includes community response system, content series programme and social reporting framework. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims. Prepared for experienced social media manager opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes Postgraduate diploma in Digital Strategy. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established. Turn a clear brief into dependable digital acquisition, lifecycle marketing and performance measurement work: understand the context, apply social strategy and content planning, record the evidence and explain the limitations before handover.

❖ Experience

Social Media Manager - Meridian Digital Marketing (fictional)

2022-07 - Present

Independent ownership of scoped social media manager work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples. Created reviewed response guidance and escalation paths. Built audience-led themes and production routines. Led brief clarification and prioritised work using social strategy, content planning and community moderation. Raised unresolved constraints before committing to the next stage. Coordinated peer reviews and handover preparation; used a campaign or channel brief to distinguish completed work, assumptions and follow-up needs. Supported colleagues with practical examples of analytics and maintained a concise learning record after important assignments. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior Social Media Manager - Northline Digital Marketing (fictional)

2018-07 - 2022-06

Owned defined assignments and supported cross-functional coordination. Developed deeper practice in community moderation and analytics. Tracked engagement quality and documented format learnings. Translated incoming

❖ Skills

social strategy

Applied to community response system through documented preparation, execution and review.

content planning

Applied to content series programme through documented preparation, execution and review.

community moderation

Applied to social reporting framework through documented preparation, execution and review.

analytics

Applied to community response system through documented preparation, execution and review.

creative briefs

Applied to content series programme through documented preparation, execution and review.

publishing workflows

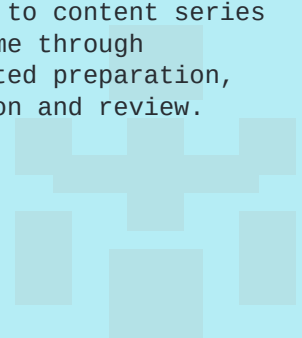
Applied to social reporting framework through documented preparation, execution and review.

social listening

Applied to community response system through documented preparation, execution and review.

response guidelines

Applied to content series programme through documented preparation, execution and review.





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requirements into a sequenced plan and aligned responsibilities with the project or service owner. Applied creative briefs and publishing workflows to resolve delivery questions while maintaining source and decision notes. Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope. Prepared a experiment and performance review so the next team could understand the work and remaining questions. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Social Media Manager - Cedarbridge Digital Marketing (fictional)

2015-07 - 2018-06

Progressed from supported tasks to independently managed assignments, with review available for unfamiliar or higher-risk decisions. Handled recurring work involving social strategy and content planning using a documented preparation and review process. Supported content series programme by organising inputs, maintaining issue notes and incorporating reviewer feedback. Coordinated colleagues and internal stakeholders using concise status updates, clear questions and agreed next steps. Improved record consistency through social listening and documented handover expectations. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Assistant Social Media Manager - Cedarbridge Digital Marketing (fictional)

2013-07 - 2015-06

Built practical foundations through supervised assignments, routine documentation and feedback from experienced colleagues. Assisted with social strategy and community moderation within an agreed scope and escalated unfamiliar work. Prepared inputs and checked completeness before passing work to the responsible reviewer. Maintained task records and learned to communicate assumptions, constraints and observed problems clearly. Applied review feedback to subsequent assignments and developed a dependable working routine. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Education

Postgraduate diploma in Digital Strategy - Asterbridge Institute of Professional Studies (fictional institution)

2012-07 - 2013-05

completed - fictional record social strategy content planning analytics Specialist study on community response system; an illustrative learning project, not a published result.

Bachelor's in Mass Communication - Cedarhaven College of Applied Studies (fictional institution)

2009-07 - 2012-05

completed - fictional record community moderation creative briefs publishing workflows Applied coursework in social strategy, documentation and reviewed practical assignments.

Certifications

Marketing measurement lab

Meridian Professional Learning Studio (fictional)
2023 continuing learning - not a licence or certification Social strategy and analytics in the context of social media manager work. Used reflective exercises and a bounded practice example related to community response system.

Audience research workshop

Meridian Professional Learning Studio (fictional)
2024 continuing learning - not a licence or certification Content planning and creative briefs in the context of social media manager work. Used reflective exercises and a bounded practice example related to content series programme.

Creative experimentation practicum

Meridian Professional Learning Studio (fictional)
2025 continuing learning - not a licence or certification Community moderation and publishing workflows in the context of social media manager work. Used reflective exercises and a bounded practice example related to social reporting framework.

Languages

English

professional working - fictional sample

Hindi

professional working - fictional sample

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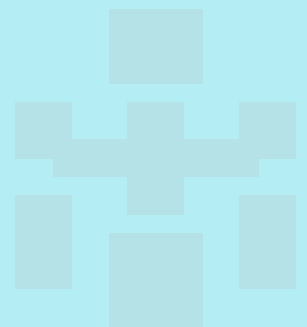
✱ Projects

Community response system

Fictional internal work programme in digital acquisition, lifecycle marketing and performance measurement; not a real client case study. Problem: Audience questions received inconsistent answers. Objective: Create a workable response to this issue through social strategy, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Social Media Manager; owned the stated workstream, not the full organisation or every collaborator contribution. Created reviewed response guidance and escalation paths. Prepared the scope with the commissioning team, identified unresolved inputs and used social strategy to turn the brief into a sequenced work package. Applied content planning and community moderation while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: social strategy; content planning; community moderation; analytics Deliverables: Community response system - scoped brief; Community response system - reviewed working package; Community response system - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a campaign or channel brief and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for community response system, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed. No underlying client documents, independently verified measurements or signed approval records are attached.

Content series programme

Fictional internal work programme in digital acquisition, lifecycle marketing and performance measurement; not a real client case study. Problem: Posts lacked a recognisable editorial direction. Objective: Create a workable response to this issue through content planning, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Social Media Manager; owned the stated workstream, not the full organisation or every collaborator contribution. Built audience-led themes and production routines. Prepared the scope with the commissioning team, identified unresolved inputs and used community moderation to turn the brief into a sequenced work package. Applied analytics and creative briefs while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and



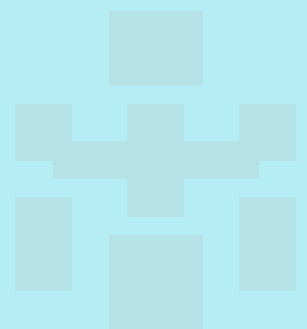
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changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: content planning; community moderation; analytics; creative briefs Deliverables: Content series programme - scoped brief; Content series programme - reviewed working package; Content series programme - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a measurement specification and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for content series programme, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed. No underlying client documents, independently verified measurements or signed approval records are attached.

Social reporting framework

Fictional internal work programme in digital acquisition, lifecycle marketing and performance measurement; not a real client case study. Problem: Teams focused on reach without audience context. Objective: Create a workable response to this issue through community moderation, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Social Media Manager; owned the stated workstream, not the full organisation or every collaborator contribution. Tracked engagement quality and documented format learnings. Prepared the scope with the commissioning team, identified unresolved inputs and used creative briefs to turn the brief into a sequenced work package. Applied publishing workflows and social listening while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: community moderation; analytics; creative briefs; publishing workflows Deliverables: Social reporting framework - scoped brief; Social reporting framework - reviewed working package; Social reporting framework - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a experiment and performance review and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for social reporting framework, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed. No underlying client documents, independently





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verified measurements or signed approval records are attached.

Achievements

Community response system

Created reviewed response guidance and escalation paths. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Content series programme

Built audience-led themes and production routines. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Social reporting framework

Tracked engagement quality and documented format learnings. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

