



VANI RAO

Social Media Manager

social strategy, content planning, community moderation

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FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

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.

AT A GLANCE

13 years ILLUSTRATIVE CAREER	4 CAREER APPOINTMENTS	3 WORK EXAMPLES	2 EDUCATION RECORDS
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CORE COMPETENCIES

- social strategy / content planning
- community moderation / analytics
- creative briefs / publishing workflows
- social listening / response guidelines

PROFESSIONAL MISSION

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.

Career family: Digital Marketing & Growth | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

Social Media Manager

Meridian Digital Marketing (fictional)

Jul 2022 - Present | Hyderabad, India

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)

Jul 2018 - Jun 2022 | Hyderabad, India

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 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.

PROFESSIONAL WORKING PRINCIPLES

- Link campaigns to a clear audience, proposition and measurable journey.
- Separate attributed performance from causal claims and state tracking limitations.
- Use approved creative, consent-aware data handling and documented experiment decisions.

PROFESSIONAL EXPERIENCE / EARLIER

Social Media Manager

Cedarbridge Digital Marketing (fictional)

Jul 2015 - Jun 2018 | Hyderabad, India

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)

Jul 2013 - Jun 2015 | Hyderabad, India

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.

SELECTED CONTRIBUTIONS

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.

SELECTED WORK / 01

Community response system

P1 | Jan 2023 - Jun 2023 | FICTIONAL WORK EXAMPLE

Context. 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.

Contribution and ownership. 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.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

SPECIALIST PRACTICE

Measurement discipline

The sample focuses on social strategy, content planning, community moderation. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on social strategy and analytics for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of content series programme, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed.

SELECTED WORK / 02 AND 03

Content series programme

P2 | Jan 2024 - Jun 2024 | Meridian Digital Marketing (fictional)

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.

Ownership. 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 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

Delivered. Content series programme - scoped brief; Content series programme - reviewed working package; Content series programme - handover and learning summary

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.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

Social reporting framework

P3 | Jan 2019 - Jun 2019 | Northline Digital Marketing (fictional)

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.

Ownership. 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

Delivered. Social reporting framework - scoped brief; Social reporting framework - reviewed working package; Social reporting framework - handover and learning summary

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.

Suggested evidence (not supplied): campaign or channel brief; measurement specification; experiment and performance review.

EDUCATION AND SPECIALIST LEARNING

Postgraduate diploma in Digital Strategy

Asterbridge Institute of Professional Studies (fictional institution)
Jul 2012 - May 2013 | completed - fictional record
Focus: 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)
Jul 2009 - May 2012 | completed - fictional record
Focus: community moderation, creative briefs, publishing workflows. Applied coursework in social strategy, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Marketing measurement lab (2023). 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 (2024). 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 (2025). 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.

Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.

Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

Results and spend are illustrative. No real campaign attribution, client ROI or platform certification is claimed.

Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.

No real referee, endorsement, award, publication, membership or licence is supplied.

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Contact placeholder: vani.rao@example.com. No phone, live profile URL or verified reference is supplied.

Complete machine-readable data: profile.json. Interactive companion: portfolio.html. Reference CV used for structure only; this is not Ajay Prajapat's biography.