

SHALOM ANNA GEORGE

Social Media Manager & Digital Marketing Strategist

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Portfolio : *Shalom's Creative Lab*

Success isn't a destination—it's a habit.

A social media manager and digital marketing strategist with over a decade of experience in social media management, brand development, UI/UX design, and data-driven marketing campaigns.

I build brands. I tell stories. Breathing life into brands—creating connections.

Successfully led projects that reached over 47M+ users and generated 60M+ impressions. Adept at transforming bold ideas into measurable results through strategic campaigns.

Let's create some magic!

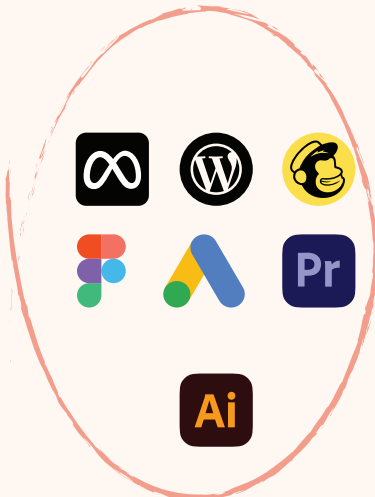
SKILLS

Technical Skills

- UI/UX Design (Figma)
- WordPress
- Social Media Platforms (Facebook, Instagram, X, LinkedIn)
- Adobe Illustrator, Adobe Premiere Pro
- Google Analytics
- Mailchimp
- Hootsuite
- PPC Campaign Management
- CRM Tools
- SEO Strategies

Marketing Skills

- Branding & Identity Development
- Digital Storytelling
- Content Strategy and Creation
- Influencer Marketing
- Campaign Management
- Digital & Social Marketing Strategy
- PR and Media Relations
- Market Research and Analysis
- Email Marketing
- Campaign Analysis



DIGIDRUID

EXPERIENCE

Digital Marketing Strategist

2024 – Present

DigiDruid, Toronto, Canada

DigiDruid is a digital agency specializing in brand development, UI/UX design, and data-driven marketing campaigns for global clients.

Key Responsibilities

- Lead the overall strategic direction and growth of the company.
- Oversee the development and execution of branding, design, and marketing projects.
- Manage a team of creative professionals and coordinate with clients across various industries.
- Ensure the delivery of high-quality work that meets client objectives and drives measurable results.

MedGene Website Overhaul

- Led the development of a custom WordPress site tailored for European and Middle Eastern markets.
- Enhanced user engagement through intuitive UI/UX design.

NexCraft Branding

- Reimagined the brand identity to align with strategic market positioning.
- Developed mission, vision, and brand personality, including a modern logo and messaging strategy.

Social Media and Content Specialist

2021 – 2023

Ample Technologies, Bengaluru, India

- Spearheaded social media campaigns across Meta and X, reaching 47M+ users and generating 60M+ impressions.
- Optimized ad spend to achieve an ROAS of 8.13 and an ROI of 713%, significantly boosting revenue.
- Doubled social media followers and increased engagement by 150% through targeted content and strategic influencer partnerships.
- Increased conversions by 30% YoY, driving 1.53M post engagements.
- Led influencer marketing campaigns, resulting in a 25% increase in brand awareness and product engagement.
- Developed and executed content strategies that improved targeting and campaign effectiveness by 40%.
- Managed customer acquisition, engagement, and retention campaigns, ensuring efficient use of ad spend.
- Collaborated with cross-functional teams to optimize customer journeys and enhance user experience.



Marketing Manager

2017 – 2019

InLeather, Bengaluru, India

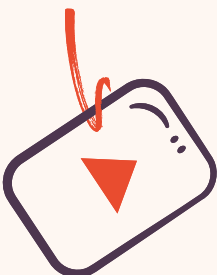
- Executed annual marketing plans, aligning with brand objectives and budgets.
- Directed multi-channel campaigns and ensured brand consistency across all content.
- Managed digital marketing efforts, media buying, and vendor relationships.

Social Media Content Writer (Freelancer)

2016 – 2017

Anupartha, Bengaluru, India

- Created and scheduled social media content, maintaining brand voice consistency.
- Optimized content strategies through engagement analysis and use of Hootsuite.



Marketing & Merchandising

2014 – 2016

Unilog Retail Pvt Ltd, Bengaluru, India



- Collaborated with luxury brands to develop communication briefs and seasonal themes.
- Enhanced customer retention by analyzing sales data and optimizing marketing efforts.
- Managed email and PR campaigns, securing media features and celebrity endorsements.

Marketing Executive

2010 – 2012

Career Launcher, Bengaluru, India



- Promoted educational programs through strategic relationships and training initiatives.
- Improved service delivery by implementing quality appraisal systems and feedback mechanisms.

EDUCATION

Masters in Fashion Management (2012 – 2014)

National Institute of Fashion Technology, India

Bachelor of Technical Education (Engineering) in Computer Science (2006 – 2010)

Mohandas College of Engineering and Technology, India

CERTIFICATION

Content Marketing

Meta Certified Digital Marketing Associate

Google UX Design Professional Certificate

