

ANWARDEEN PAWAL

Social Media Manager & Content Strategist

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PROFESSIONAL SUMMARY

Detail-oriented Social Media Manager with 3+ years of experience crafting compelling content, managing multi-platform editorial calendars, and driving measurable audience engagement. Skilled in copy editing, fact-checking, short-form video editing, and performance analytics. Adept at translating complex narratives into clear, engaging social content and passionate about purpose-driven storytelling that elevates underrepresented voices and communities.

WORK EXPERIENCE

Marketing Associate

Appbrew · Full-time · July 2025 - Present · Gurugram, Haryana, India

- Manage end-to-end social media presence across platforms, developing and scheduling content aligned with brand messaging and editorial goals.
- Produce and manage podcast episodes, overseeing scripting, coordination, and cross-platform distribution.
- Build and nurture a Reddit community through consistent posting, engagement, and content moderation — growing an active audience around the brand's niche.
- Ghostwrite thought leadership content for the CEO's personal profile, maintaining a consistent, authentic voice across LinkedIn and other platforms.
- Have Optained 1M+ Impressions

Founding Member - Social Media Manager

Branding & Content Marketing Community (Unit of Spacemush LLP) · April 2024 - May 2025

- Managed editorial calendars and published 250+ in-house posts and 100+ client posts across Instagram, LinkedIn, Facebook, YouTube, and Spotify ensuring accuracy, consistency, and on-brand messaging before every publication.
- Generated 2M+ cumulative views for architecture clients and 1M+ for in-house channels through data-driven content strategy and platform-specific optimization.
- Launched and managed 7 industry podcasts, overseeing content strategy, scripting, and cross-platform distribution including Substack-style newsletter distribution.
- Created launch video content and social campaigns for two in-house SaaS products (Agentic AI, HeyArchi), crafting clear narratives for technical audiences.
- Designed Instagram infographics and short-form video content (Reels) using Canva and Adobe Photoshop, following strict brand templates and style guides.
- Copy edited and fact-checked all content before scheduling, maintaining editorial standards across a high-volume publishing workflow.
- Monitored performance metrics via SEMrush, Ahrefs, and Meta Business Suite; produced monthly reporting dashboards to refine content strategy.
- Built automated email, WhatsApp, and SMS nurture sequences for AlphaClub mentorship program, optimizing lead generation and conversion rates.
- Led social media growth for India's second-largest architects' community (De Hub), developing community-focused content and fostering audience engagement.
- Supported CEO's personal branding through consistent messaging, ghostwriting, and editorial guidance.

Business Development Executive

BLEAP · July 2022 - July 2023

- Developed and executed social media strategy from the ground up as a founding team member, establishing brand voice, content pillars, and publishing cadence.

- Created and scheduled content across platforms, progressing rapidly from trainee to leading client presentations and strategy sessions.
- Developed comprehensive digital marketing strategies spanning SEO, social media, PPC, and website development.
- Led client acquisition initiatives, created proposals for major enterprises (Repco Bank, Medimix, Zoho, Sriram Mutual), and redesigned pitch strategy around client-centric ROI demonstrations.

TECHNICAL SKILLS

Content & Publishing: Canva (6 yrs), Adobe Photoshop, Meta Business Suite, Buffer, Publer, Hootsuite, Substack, Newsletter tools

Video & Short-Form: Reels/TikTok editing, caption writing, light video formatting

Analytics & SEO: SEMrush (2 yrs), Ahrefs, Ubersuggest, Meta Insights, Reporting Dashboards

CRM & Automation: HubSpot (2 yrs), GoHighLevel, Mailchimp, ManyChat, funnel & nurture sequence setup

Platforms: Instagram, TikTok, X (Twitter), LinkedIn, Facebook, YouTube, Spotify, Substack

CORE STRENGTHS

Strong Writer & Editor • Detail-Oriented • Copy Editing & Fact-Checking • Cross-Functional Collaboration • Client Relations • Analytical Thinking • Time Management • Adaptability

EDUCATION

Bachelor of Chemistry | SRM University | 2019-2022 | CGPA: 9.56 / 10

CERTIFICATIONS

HubSpot Academy - Inbound Certified

Canva - Graphic Design Essentials

Coursera - Create & Design Digital Products Using Canva