

SONALI MOHATA

SOCIAL MEDIA EXECUTIVE

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PROFILE

I'm hardworking and good at observing things. Highly motivated and results-driven Social Media Executive with hands-on experience in Meta Ads campaign management, audience targeting, and conversion optimization. Proven track record of working with international clients and achieving strong ROAS through data-driven strategies. Skilled in campaign analysis and scaling profitable ads.

However, I'm eager to contribute my skills to a dynamic organization where I can continue to learn, grow, and help companies achieve their goals.

WORK EXPERIENCE

SOCIAL MEDIA EXECUTIVE

Dec2024 - Feb2026

Thatware

- Manage daily operations of social media accounts, focusing on growing followers, engagement, and brand awareness. Respond to comments, messages, and customer inquiries in a timely and professional manner. Track, analyze, and report on social media metrics to assess campaign performance and make data-driven decisions for improvement.
- Run Meta ads for different clients while keeping a close eye on key numbers like how much it costs to get a customer ₹600 – ₹2000 (CAC), how much each result costs ₹250 – ₹1200 (COC), and whether the ads are actually making money (ROAS) 2.5x – 3.5x, Click-Through Rate 1.5% – 3.5% CTR, Cost Per Click CPC ₹6 – ₹65. Handled international clients.

Taaza T.V.

April2023 - Sep 2023

- Identifying myself as an Online Editor Or Broadcast Operator (PCR) and (MCR) with 6 Months of experience. The daily operations of the production control room & sound mixing console & audio mixing console.

Chased information from other news organisations periodically to find pieces, which were then assigned or written to fit certain time constraints. Monitor breaking news for information for happening, events, themes of interest to assign coverage to workers as soon as it becomes available. To cover important events as scheduled, assigning photographers and journalism. Grammatically, spelling, punctuation and correcting text. Routines were developed and used to expedite the editing process.

Internship

Aspire DigitalMedia

Aug 2024- Nov 2024

Taaza T.V.

Jan2023 - Mar2023

Projects

Sana Fabrics, Sresth Ora, Blc ornaments, Vip Ridez, Ashbury International.

EDUCATION

Bachelor Degree In Media Science

2020 - 2023

Makaut University George Group Of College

Senior Secondary

Maria's Day School

Secondary Education

2020

St John's High School

2018

ADDITIONAL INFORMATION

- **Technical Skills:** Social media, Meta Ads Manager, Teamwork, Audience Targeting, Time Management, Digital marketing Problem solving, Communication, Leadership, Planning, Multitasking, Canva.
- **Languages:** English, Hindi, Bengali, Rajasthani
- **Certifications:** Digital Marketing, Theatre club from George college, Taaza T.V, Aspire, thatware, Digital Marketing.
- **Awards/Activities:** Dance, Cooking