



# Uday Maheshwari

Content manager

## Personal Info



ud7247maheshwari@gmail.com



7247836204



Noida, 201301, India



Indian



01/01/2004

## Education

- BCA  
Amity University  
May 2022 - Present

## Skills

Social Media

Content Creation

Content Strategy

Teamwork

Creativity

Leadership

Analytics / Reporting

## Summary

Experienced Content Manager with a history of driving content marketing efforts and increasing app traffic. Skilled in creating and managing content for web, app, and social media.

## Work Experience

### Content Manager, khiladi Adda, Noida

April 2023 - Present

- Collaborated with creative teams to produce compelling content, including videos, infographics, and interactive webpages.
- Developed and managed social media campaigns to reach new audiences and increase brand awareness.
- Utilized analytics tools to track website performance and identify areas of improvement.
- Developed and implemented an editorial calendar to ensure timely delivery of content.

### Influencer Marketing Manager, Khiladi Adda, Noida

July 2022 - Present

- Identify and vet potential influencers, negotiating contracts and payment terms to ensure mutually beneficial partnerships
- Collaborate with internal teams, including creative and social media, to ensure cohesive messaging and brand consistency across all channels
- Manage influencer relationships and provide ongoing communication and support to ensure successful campaign execution.

### Tournament Manager, Khiladi Adda, Noida

October 2021 - July 2022

- Develop marketing and promotional strategies to drive engagement and viewership, resulting in an average of 150k online viewers per event.
- Analyze event metrics and audience feedback to make data-driven decisions, optimizing future events for better performance