

Akash Bhardwaj

Social Media Content Manager

SOCIAL / CONTENT / CREATIVE

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Let me introduce myself.

I'm a Social Media Content Manager with experience across B2B and B2C, specialising in client management, paid social, content creation and art direction across social, marketing and brand.

With 10+ years in the creative industry, my background spans video production and graphic design. I'm always evolving my skills to embrace new platforms, trends and adapt to changing client needs.

CORE EXPERTISE

- Social Media Strategy
- Client Management
- Influencer Management
- Paid & Organic Social
- Content Development
- Pitching & Presenting
- Community Management
- Video Production

SKILLS



EDUCATION

BA (Hons) Visual Communication 2:1
Birmingham City University
(Graphic Design) 2012 - 2015

INTERESTS



- Baking
- Low budget holidays
- Movies in cinema
- Content creation
- Listening to podcats
- Football

EXPERIENCE

Social Media Content Manager

HROC | 2023 - Present

- Manage client relationships, turning business objectives into clear social and content plans.
- Create video, photography and graphic design content, alongside overseeing community management.
- Develop creative concepts, build pitches and present ideas to clients.
- Deliver paid and organic campaigns across TikTok, LinkedIn, Instagram and Facebook, with an understanding of influencer marketing and partnerships.
- Work closely with the digital team, using knowledge of GA4 and SEO to help inform content and performance.

Creative & Branding Manager

Reeves Media, Birmingham | Sep 2021 - 2023

- Led campaigns, art direction and creative briefing across a diverse client portfolio.
- Managed 20+ social channels and mentored designers, video producers and social executives.
- Used social analytics to guide recommendations across organic and paid activity.

Social Media Content Executive

Reeves Media, Birmingham | Jan 2018 - Sep 2021

- Filmed, edited and designed social content; wrote copy, scheduled campaigns and produced press photography.

Social Media Intern | British GQ

Condé Nast, London | May 2017 - Dec 2017

- Created social and live video content, updated CMS articles and conducted interviews, including Rory McIlroy and Steven Gerrard.

Creative Intern | MTV

Viacom, London | Jun 2016 - May 2017

- Created and adapted international promos, supporting editing, graphic design, talent coordination and television shoots.