

# TANIA APSHANKAR

## SOCIAL MEDIA MANAGER

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📍 New York, NY

🌐 [Portfolio](#)

🌐 [LinkedIn](#)

### SUMMARY

3+ years of experience in social media management, content strategy, and community engagement, creating compelling digital campaigns that build authentic brand connections. Skilled in cross-channel storytelling, trendspotting, and video content creation, with proven success in cultivating positive brand sentiment and driving measurable results.

### PROFESSIONAL EXPERIENCE

#### Social Media Manager at Wasserman for Meta

New York, NY - Aug 2025-Present

- Manage and execute social content strategy and community engagement across 8 global Meta brands including Instagram, Meta, WhatsApp and Threads, tailoring voice and tone to fit each brand's unique identity
- Identify platform-specific trends to inform content recommendations, driving higher engagement, strengthening community connections, and cultivating positive brand sentiment
- Collaborate with analytics teams to monitor social performance and translate insights into creative recommendations

#### Social Media Strategist and Content Creator, Freelance

New York, NY - Jan 2022-July 2025

- Conceptualized and created video content for 14 brands in the beauty, fashion, entertainment and education space, generating 3M+ impressions, and directly driving \$700,000 in revenue through strategic social content
- Hosted TikTok Livestreams at sneaker chain, GBNY, which created 700k impressions, built a strong online community, increasing social audiences by 92%, and resulted in \$500,000 in revenue on TikTok Shop within 3 months
- Led 100+ UGC photoshoots and created 300+ video assets, incorporating social listening and trend identification to keep content current and engaging
- Designed and managed monthly as well as long-term content calendars, ensuring consistent brand storytelling, cross-platform execution, and audience growth for startups and mid-sized brands
- Created detailed reports on weekly social metrics, audience insights, and performance analysis, translating findings into actionable strategy recommendations to boost engagement and sentiment

#### Content Strategist at Columbia University

New York, NY - Jul 2023-Aug 2024

*The Alumni Affairs department manages outreach and fundraising from School of the Arts alumni*

- Launched and managed the Alumni Affairs Instagram, developing a social media campaign that expanded outreach, strengthened community ties, and supported donor engagement
- Researched and spotlighted prominent alumni stories through interviews, long-form newsletter features, and social-first posts, creating authentic content that highlighted the School of the Arts ties with artist communities

### AWARDS AND ACHIEVEMENTS

- Awarded the Order of the Laurel and the Palm, a distinction given to 23 graduating seniors at USC for their contribution to student life and leadership
- Founded two community based organizations, [Untethered Script](#), a social media initiative, and [Trojan Bloom](#), a multilingual literary publication

### EDUCATION (Multilingual in English, Spanish, Hindi)

**Columbia University:** Completed 12 credits towards M.F.A. in Creative Writing

Dec 2023

**University of Southern California:** B.A. Creative Writing, Minor in Marketing | GPA 3.87

May 2023

### SKILLS

- |                               |                 |                           |                          |
|-------------------------------|-----------------|---------------------------|--------------------------|
| • Content Calendar Management | • Copywriting   | • Multicultural Marketing | • Ad Platforms           |
| • Campaign Management         | • Copy Editing  | • Organic Marketing       | • Social Listening       |
| • Content Strategy            | • Video Editing | • Community Management    | • Social Media Analytics |

### INTERESTS

Cooking, Fiction Writing, Making Food Content for Personal Social Accounts (1M+ impressions)