TANIA APSHANKAR

SOCIAL MEDIA MANAGER

(323) 949-7796 | tania.apshankar@gmail.com | New York, NY | Portfolio | LinkedIn

- 4+ years leading multi-platform content strategy with an audience-first focus, generating 12M+ in engagement
- From Meta's biggest brands to high growth startups, I build engaged communities and not just followings
- I proactively bring bold, high-volume ideation to the conversation, leading to differentiating content

PROFESSIONAL EXPERIENCE

Social Media Manager at The·Team for Meta New York, NY - Aug 2025-Present

- Manage social content strategy, community engagement, and publishing across global Meta brands including Instagram, Meta, Meta AI, Ray-Ban Meta and Oakley Meta, adapting voice and tone to each brand's distinct identity and audience
- On accounts with +5M followers, created 9M+ impressions through organic content and community management tactics in English, Spanish and Hindi, focusing on building relationships in the comments section
- By identifying platform-specific trends and data-driven insight for content recommendations, increased follower count on an account by 50%, and improved positive brand sentiment with audiences
- Collaborate with analytics and cross-functional teams to track weekly and monthly social performance metrics and translate insights into creative recommendations
- Identified content gaps, and led proactive pitches to stakeholders, which successfully resulted in winning a new contract

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
- Created detailed reports on weekly social metrics, audience insights, and performance analysis, translating findings into actionable strategy recommendations to boost engagement and sentiment

LEADERSHIP

- **Founder, Trojan Bloom:** USC's first multilingual literary magazine, amplifying multicultural voices
- **Founder, Untethered Script:** Created a social media based community organization as a teen writer to uplift young writer voices through IRL events and writing workshops

EDUCATION

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

- Platform and Tools: Instagram · TikTok · Threads · Meta Business Suite · Facebook · LinkedIn · Sprinklr
- Strategy and Management: Campaign Management · Community Management · Social Listening · Trend Analysis
- Content and Creative: Video Content Creation · Copywriting · Content Calendar Management · Poetry · Fiction Writing
- Languages: English · Spanish · Hindi · Marathi