

REBA SHUFFAQ

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SUMMARY

Creative Social Media Manager with 2+ years' experience driving brand growth across beauty, F&B, and lifestyle industries. Skilled in content strategy, copywriting, and video production, with a proven record of boosting engagement, followers, and revenue through impactful campaigns and analytics-driven strategies.

EXPERIENCE

Dec 2023 - April 2025	TAG MEDIA WORKS / CHENNAI, INDIA Social Media Manager <ul style="list-style-type: none">- Managed social media for multiple clients (The Asian Hive, Namma Sugam Cafe, Wedding Project India, U Solar, Toneez, Amalfi, The Cycle Gap Adyar, Message In A Bottle, Enoki) with consistent branding- Drove 40% follower growth and 20% higher engagement across Instagram, Facebook, and LinkedIn through targeted content strategies- Grew The Cycle Gap's Instagram to 10K+ followers, boosting engagement by 30% and revenue to ₹1.5 lakhs/month- Collaborated with designers and copywriters to deliver compelling campaigns that enhanced visibility and audience connection- Planned, created, and managed brand campaigns to increase engagement and visibility- Conceptualized and coordinated shoots with photographers and videographers to ensure brand-aligned content
July 2023 - April 2024	SOMMER BEAUTY – FREELANCE / CHENNAI, INDIA Social Media Content Creator <ul style="list-style-type: none">- Produced engaging reels showcasing product features, boosting customer interaction and brand visibility- Delivered polished video content and festive campaigns (Valentine's, Diwali, Christmas), strengthening digital presence- Edited influencer-led reels, one reaching 24K+ views, significantly expanding brand reach- Led festive campaigns with photography for Valentine's, Diwali, and Christmas, boosting brand visibility
March 2022 - March 2023	SWAG TAMIZHAN / CHENNAI, INDIA Social Media Content Creator <ul style="list-style-type: none">- Produced 100+ high-quality reels and product photography, boosting Skin Route India's engagement by 35% in 3 months- Managed social media for Emarah and Dr. Ameen, ensuring consistent branding and stronger audience engagement- Partnered with brand heads to conceptualize creative shoots, improving product visibility and recognition- Delivered on-brand visuals for On The Block, Hello, and Takeshi's Castle, enhancing digital presence- Edited 50+ influencer reels for RJ Syed, driving steady audience engagement- Shot and edited reels for Tasena Hair, showcasing products with visually compelling content

ACHIEVEMENTS

- Boosted Instagram engagement for Skin Route India by 35% in under 3 months
- Consistently delivered reels with 10K+ average views
- Managed and executed campaigns for 4+ brands simultaneously
- Grew Instagram followers by an average of 7K per account, driving steady audience growth
- Increased The Cycle Gap Adyar's monthly revenue to ₹1–1.5 lakhs through strategic social media management and storytelling


EDUCATION


Sep 2022 - March 2024	MASTER IN COMMUNICATION M.O.P Vaishnav College for Woman, Chennai, India
June 2019 - July 2022	BACHELOR OF ARTS IN VISUAL COMMUNICATION Ethiraj College for Women, Chennai, India


SKILLS

SOCIAL MEDIA STRATEGY: Campaign planning, execution & analytics
INSTAGRAM REELS CREATION: Conceptualization, shooting & editing
COPYWRITING & CAPTION WRITING: Engaging, brand-aligned content
CONTENT PLANNING & SCHEDULING: Consistent posting & audience targeting
CAMPAIGN EXECUTION: Successfully conducted festive & product launch campaigns.
META BUSINESS SUITE: Social media management & performance tracking
CANVA DESIGNING: Creation of logos, posters, social media graphics & marketing creatives
TIME MANAGEMENT: Prioritizing tasks and managing time effectively
SOFTWARE: Adobe Photoshop, Illustrator, InDesign: Professional editing & design; applied skills for a newspaper, magazine, and online journal Blender & 3Ds Max: 3D modeling & creative visualization CapCut, InShot & VlogNow: Video editing for short-form content Wix: Website design & customization Microsoft office Suite
OPERTATING SYSTEM: Windows, macOS

SOCIAL MEDIA

 [linkedin.com](https://www.linkedin.com/in/rebashuffaq)

 [instagram.com/rebashuffaq](https://www.instagram.com/rebashuffaq)

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