Aneena Ajith

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Professional Summary

Social media and content professional with over five years of experience creating content, managing online communities and working across digital marketing and journalism. I've worked across healthcare, hospitality, higher education and e-commerce, taking ideas from research and scripting through filming, editing and publication. I enjoy finding interesting ways to tell stories, understanding what audiences respond to and bringing creative ideas to life.

Key Skills

Content and production: Story sourcing, content planning, scripting, mobile filming, video editing, copywriting, social publishing, content calendars, editorial checks

Social and marketing: Community management, social listening, audience insights, trend research, influencer partnerships, paid social content, email marketing, SEO copywriting

Tools: Adobe Premiere Pro, VEED, CapCut, Canva, Lightroom, Meta Business Suite, Sprout Social, Brand24, Metricool, Excel

Languages: English, Malayalam, Hindi

Relevant Experience

HeliosX **London, UK**

Organic Social Community Coordinator – MedExpress and Dermatica *Dec 2025 – Present*

- Edited high-production video content for MedExpress and Dermatica's organic social channels using Adobe Premiere Pro and VEED
- Manage day-to-day social media communities for MedExpress and Dermatica, responding to comments and messages while maintaining each brand's tone of voice and providing accurate, helpful responses
- Use Sprout Social and Brand24 to monitor brand mentions, audience sentiment, competitor activity and emerging conversations; share useful trends and customer feedback with paid and organic social teams to inform content planning and campaign messaging
- Helped reduce average community response times from 72 hours to under 24 hours by identifying workflow bottlenecks and improving response processes
- Maintain response templates and community management guidelines, checking copy for clarity, consistency and accuracy, and escalating sensitive or clinical queries to the appropriate teams

Independent Content Creation **Remote**

Instagram Content Creator (Personal Accounts) *Jul 2020 – Apr 2025*

- Built and managed two Instagram accounts to 10K+ followers each, creating short-form videos that generated 50M+ organic views through scripting, filming, editing and testing different hooks and formats
- Collaborated with 20+ brands on content and creator campaigns across beauty, lifestyle and consumer sectors, tailoring videos to campaign goals and audience interests

BAB Korean Food **Manchester, UK**

Social Media Manager *Oct 2024 – Aug 2025*

- Managed Instagram content from idea and trend research through scripting, filming, editing in Adobe Premiere Pro and CapCut, copywriting and publication
- Grew the Instagram audience from 1,000 to 3,000 followers in five months and maintained an average engagement rate of 1.8% through consistent, audience-focused content
- Created a Korean corn dog Reel that generated 220,000+ organic views, 420+ shares and almost 3,000 likes, using trending audio, close-up preparation shots and a clear on-screen hook
- Sourced influencer opportunities and worked with local businesses on promotional content, using post-performance to shape future ideas and format.

Vermilion Restaurant and Events **Manchester, UK**

Social Media & Marketing Lead *Apr 2024 – Sep 2024*

- Planned, filmed, edited and published social content showcasing food, weddings, the venue and its premium dining experience, adapting creative for each campaign and platform
- Helped grow Instagram followers from 9,000 to 11,300 in six months, maintaining an average engagement rate of 1.5%
- Managed email marketing campaigns and wrote website copy, menu descriptions and promotional content, keeping messaging consistent across marketing materials and channel
- Sourced influencer collaborations and promoted high-profile events, including Manchester City FC VIP hospitality, through tailored content and event marketing

Relevant Experience (continued)

University of Manchester **Manchester, UK**
Marketing & Events Coordinator – ResLife *Oct 2023 – Sep 2024*

- Organised and promoted 20+ in-person events for university residents, helping students connect and feel more involved in hall life
- Introduced social media marketing for the residence halls and researched UK university life, student interests and social trends to create relevant posts that promoted activities and encouraged attendance
- Managed newsletters, helped update residence hall webpages with relevant information and managed ticketed student events through the University of Manchester SUMS website
- Worked with hall representatives and senior ResLife officials to organise activities and deliver events for students from different backgrounds

Red FM 93.5 **New Delhi, India**
Production Intern – Live Radio *Jul 2022 – Nov 2022*

- Assisted with scripting and producing three live prime-time radio shows, supporting content development in a fast-paced broadcast environment
- Conducted on-camera vox pops and helped coordinate celebrity interviews, developing skills in asking questions, putting contributors at ease and capturing engaging stories
- Edited audio and supported radio advertisement production using SoundForge

Additional Experience

Moehair USA **New Delhi, India**
E-commerce and Web Content Executive *Dec 2022 – Jul 2023*

- Wrote SEO-focused product descriptions and marketing copy for 100+ products across Amazon, eBay, Walmart and the company website
- Created copy for organic social posts and paid Meta ads, researched haircare and beauty trends, and supported influencer campaigns and product promotions

Education

University of Manchester **Manchester, UK**
MA Digital Media, Culture and Society – Merit *Sep 2024*
University of Delhi **New Delhi, India**
BA (Hons) Political Science – 7.8/10 CGPA *Jul 2022*

Volunteering

Speak Up MCR Charity **Manchester, UK**
English Tutor *Oct 2023 – May 2024*

- Delivered weekly English lessons to refugee learners from varied cultural and linguistic backgrounds, adapting activities to learners' communication needs