

GARGEERANADE

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SUMMARY

Digital content strategist and social media professional with a background in integrated campaign execution, multi-platform content creation, and audience-focused storytelling. Experienced in translating brand and editorial goals into compelling content across channels, with a sharp instinct for cultural relevance, brand voice, and what makes audiences connect with a story.

EXPERIENCE

Content Consultant and Strategist, Freelance, March 2024 – Present

- Developed content and social media strategies for consumer brands, nonprofit organizations, and cultural institutions, translating audience, trend, and competitor research into actionable campaign recommendations
- Partnered with Disney Store as a strategic content consultant across TikTok Shop launch strategy, customer journey mapping, affiliate marketing research, video content, competitor and internal content audits, and trends forecasting for content planning, delivering recommendations including a trending section feature implemented on the brand's digital platform
- Wrote editorial copy for the Digital Summer Guide, seasonal social copy, and scripted content for Central Park Conservancy's TikTok, Instagram, Facebook, LinkedIn, Threads, X, and web, generating 40K+ combined views
- Collaborated with cross-functional teams to develop audience-focused content and align messaging with organizational goals

Social Media Manager, WhoWhatWhy, July 2023 – May 2025

- Managed day-to-day publishing across Instagram, X, Bluesky, LinkedIn, Facebook, and Threads, adapting breaking news, cultural investigations, and public interest reporting into platform-specific social content for diverse social audiences
- Wrote 100+ platform-optimized captions, refreshed the brand's visual feed, and introduced a short-form content format that improved consistency and engagement across platforms
- Proposed and developed a podcast reel series for Instagram, conceptualized the format, and created sample content that expanded the brand's short-form video presence

Social Media Coordinator, Graduate School of Arts and Sciences, Fordham University, May 2022 – August 2023

- Developed and executed social media campaigns in collaboration with university leadership, doubling Instagram engagement and follower growth through targeted content planning and platform strategy
- Managed cross-platform content calendars and day-to-day channel publishing, using performance insights to refine content strategy and improve audience engagement
- Collaborated with stakeholders to audit and improve website content organization, delivering recommendations that strengthened digital communications across the institution

Content Strategy and Social Media Coordinator, Paddling Foundation, July 2020 – October 2021

- Led content strategy and editorial planning for a menstrual equity nonprofit, overseeing the editorial and social content team
- Launched the organization's first email newsletter campaign and built marketing and donor databases to support outreach
- Contributed to growing the organization's digital presence from under 1,000 to 10,000 followers on Instagram through coordinated content planning

SKILLS

Strategy – Platform Strategy, Campaign Planning, Audience Development, Audience Research, Trend Analysis, Competitor Analysis, Social Listening, Content Planning, Influencer Marketing, Rapid Response, Editorial Judgment

Tools – Canva, Adobe Photoshop, Premiere Pro, Final Cut Pro, CapCut, Figma, Pinterest, Hootsuite, Google Analytics, Google Trends, Asana, Lovable (AI Prototyping)

Editorial – Copywriting, Copy Editing, News Writing, CMS Publishing, Fact Checking, Scriptwriting, Long Form Writing, SEO

Certifications – Social Media Marketing Specialization, Google Analytics Certification

Languages – English (Fluent), Marathi (Fluent), Hindi (Advanced), French (Beginner)

EDUCATION

M.A. in Public Media with Multiplatform Journalism, Fordham University

Postgraduate Diploma in Journalism & Mass Communication, St. Xavier's College

B.A. in English Literature, University of Mumbai