

Amoli Bhonslay

Content Strategist • Social Media Manager

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CORE COMPETENCIES

Marketing Strategy:

- Campaign Planning
- Persona Research
- Brand Visibility
- Lead Generation

Digital Advertising:

- Facebook Ads
- Google Ads, Targeting
- Performance Tracking

Content & Design:

- Copywriting
- Storytelling
- Video & Graphic Design
- Presentation Design

Tools & Analytics:

- Google Analytics
- Instagram Suite
- YouTube Studio
- MS Office



PROFESSIONAL SUMMARY

A content strategist and social media manager who loves turning ideas into stories people connect with. Uses audience psychology and human-centered storytelling to shape content that feels real, engaging, and relatable. Skilled at planning content, building content pillars, and managing social platforms with a thoughtful, audience-first approach, driving engagement and brand loyalty.

PROFESSIONAL EXPERIENCE

Content Strategist & Digital Creator

Independent Projects

2023 – Present

- Created and managed digital ads for **Toastmasters Expression Shots 2025**, supporting event visibility and engagement.
- Designed marketing assets including posters, PPTs, videos, selfie books, and e-book stories.
- Managed **Toastmasters' Instagram page since April 2025**, improving reach and engagement.
- Promoted **Orchadio (Orchid School Radio Channel)** through posters, videos, and social media campaigns across Facebook, YouTube, and other platforms.
- Received recognition from Toastmasters for impactful PR and promotional work.

Content & Facebook Ads Manager

Jireh July 2025 – Present

- Handling content creation, scheduling, and engagement strategy for the brand.
- Managing Facebook ad campaigns to improve visibility, reach, and lead generation.
- Creating promotional creatives and short-form content aligned with brand goals.

Amoli Bhonslay

- Content Strategist
- Social Media Manager

Education

Diploma in Digital Marketing

- UpGrad (April 2025)

BA in Psychology & Sociology

- Mumbai University

Diploma in HR

- Welingkar Institute, Matunga (2016)

ECED

- Billabong School, Thane (2017)

Languages

- English
- Hindi
- Marathi

INTERNSHIP EXPERIENCE

Marketing & Content Intern

Sports Authority of Inia 2022 - 2023

- Conducted research on the academy's brand, audience, and competitors to build a clear customer persona.
- Created a **2-week marketing plan** focused on customer retention and new customer acquisition.
- Developed content for social media and communication channels to support marketing goals.
- Assisted in planning customer engagement strategies based on research insights.

VOLUNTEERING & LEADERSHIP

Active Member – Toastmasters International

2013 – Present

- Contributed to PR, content creation, and social media activities for the club.
- Designed promotional content and managed digital communication for events.

  Recognized for consistent and impactful PR work.

ACHIEVEMENTS

- **Gold Medallist** in International Karate Tournaments held in **Dubai** and **Sri Lanka**

HOBBIES/INTERESTS

- Gardening, Traveling, Music, Sports, Life Coaching, Reading, Writing.

LINKS

Projects

Blog

linkedin/in/amoli

Instagram