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Summary

Currently working as Community Manager and Growth with GetEvangelized.com. As a community manager helping brands collaborate with content creators, micro-celebrities and celebrities for digital campaigns.

Highlights

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- Community building & Engagement
 - User support
 - Client Relationship Development
 - Microsoft Office expert
 - User acquisition
 - Business development
 - Community relations
 - Campaign management
 - Social Media analytics
 - Brand Reputation Management

Experience

Community Manager

01/06/2015 – Current

GetEvangelized.com

Mumbai, India

Since joining GE as a Community Manager, I have had the experience of being a part of the core team of an early stage startup. During this time, I also had the chance of taking up multiple roles.

1. User acquisition

- a. Curated platforms like Twitter, Instagram, Youtube and Facebook groups to discover and reach out to potentially new users
- b. Scheduling onboarding calls with the leads to help and understand the platform
- c. Managed the onboarding of 1500+ Influencers,Celebrities,Micro Celebrities, Bloggers and Key opinion leaders on the platform

2. Brand Reputation Management

- a. Responding to the tweets of target potential lead
- b. Resolving their platform related queries.

3. Community building & Engagement

- a. User on-boarding, Setting expectations, understanding preferences, platform training
- b. Responding to the queries of the onboarded users
- c. Work with tech team to resolve users tech related queries
- d. Analyse users social accounts and set pricing accordingly for the respective campaign
- e. Follow ups with the user to complete their profiles
- f. Build stronger associations with users already on board and new onboarded users

4. Business development

- a. Prepare sales plans based on client inputs and managing the delivery for serviced campaigns
- b. Communicate with the client for campaign management and delivery
- c. Managing sales lifecycle from proposal-campaign management- report delivery- payment

5. Campaign management

- a. Executed 50+ influencer campaigns for top FMCG, Finance, Automobile, Technology, Business, Entertainment, Lifestyle, Fashion, Travel and Dating companies on Twitter, Instagram, Facebook, Youtube and Blogs
- b. Engage with user base and support them through the entire campaign life cycle right from associating with the campaign to compensation and campaign closure.
- c. Handle campaign operations in tandem with the tech team
- d. Handling user payment process
- e. Reaching out and onboarding users for the campaign
- f. Curate content before it went live to make sure it aligns to the brand's content guideline

Freelancer

07/12/2014 – 01/04/2015

Mumbai, India

1. Handling the online presence of clients as well as internal brands
2. Pushing meaningful hashtags towards Twitter trends
3. Giving hashtags a boost and pushing them towards top Twitter trends.

Social Media Executive

01/07/2014 – 01/09/2014

HT Mobile Solutions Ltd.

Mumbai, India

1. Monitored online posts for content and adherence to guidelines.
2. Coordinating with Influencer's and Execution Strategies.
3. Social media analysis through free and paid tools

Education

1. Bachelor of Engineering (BE), Information Technology (06/2011 -05/2014)- **62.20%**
St. John College Of Engineering & Technology Mumbai, India
2. Diploma, Information Technology (08/2007 - 06/2011) - **65.53%**
Pravin Rohidas Patil College of Diploma Engineering Mumbai, India
3. S.S.C. (06/1995 - 06/2007)- **60.15%**
St. Francis DeSales School Mumbai, India