

## **Content creator and social media manager**

### **Major tasks**

#### **Social Media:**

Instagram, Twitter, Facebook, LinkedIn, Youtube, blogger  
Creating posts, reels, stories, shorts, blogs

Insta handles- Morphicminds, lifehacks\_4ever, coreforschools

Twitter- Morphicminds and Shishir Palsapure

Facebook- Shishir Palsapure and Morphic Minds

LinkedIn- Shishir Palsapure, Morphic Minds

Lead generation and traffic generation ads FB ad manager, Google adwords. Events.

Announcing workshops.

#### **Video courses:**

Creating and editing video courses on platforms such as Teachable, Coursera, Udemy etc

#### **Documents:**

Brochures, CVs etc

**Audio:** Podcasts

**Website:** Handling [www.morphicminds.com](http://www.morphicminds.com) and [www.coreforschools.com](http://www.coreforschools.com) . Running campaigns, SEO, Email marketing, announcing and advertising workshops.

#### **Outcomes expected:**

Aesthetically appealing pages and profiles

Timely announcements of workshops

Increase in followers

Increased revenue

Increased traffic and view time