

Job Opening: Social Media Executive (Fresher)

 Location: Sector-62, Noida

 Employment Type: Full-Time

 Salary: As per market standards (based on experience & skills)

About Us

BINARAMA Pvt. Ltd. is a dynamic and innovative technology company focused on delivering cutting-edge digital solutions that empower businesses and simplify lives.

In collaboration with our sister company, Radical Education, we are rapidly expanding our digital presence across the IT and education sectors—bridging the gap between technology and learning.

We are looking for a creative, enthusiastic, and trend-savvy Social Media Executive (Fresher) to join our growing team and help strengthen our online brand presence.

Educational Qualification

- Bachelor's degree in BJMC (Bachelor of Journalism and Mass Communication) is mandatory

Key Responsibilities

- Manage and handle social media platforms such as Instagram, Facebook, LinkedIn, YouTube, and Twitter/X
- Create engaging content including posts, reels, captions, stories, and promotional campaigns
- Develop creative strategies to increase brand awareness, audience engagement, and lead generation

- Stay updated with current social media trends, algorithms, and viral content opportunities
 - Coordinate with design and marketing teams for campaign execution
 - Monitor social media performance metrics and prepare basic reports
 - Respond to comments, messages, and audience interactions professionally
 - Assist in branding and promotional activities for both BINARAMA Pvt. Ltd. and Radical Education
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Required Skills

- Strong communication and creative writing skills
 - Basic knowledge of social media tools and platforms
 - Understanding of content creation and audience engagement
 - Knowledge of Canva, basic video editing, or graphic tools is a plus
 - Trend awareness and creative mindset
 - Good organizational and multitasking abilities
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Candidate Profile

- Fresher with a passion for social media and digital marketing
 - Creative, energetic, and eager to learn
 - Professional attitude with strong teamwork skills
 - Candidates with their own laptop will have an added advantage
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Why Join Us?

- Opportunity to work in a fast-growing IT & Education ecosystem
 - Hands-on experience with real-time digital campaigns
 - Creative and collaborative work environment
 - Career growth opportunities
 - Exposure to branding, marketing, and content strategy
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Apply Now

Kickstart your career in social media with BINARAMA Pvt. Ltd. and become part of an innovative team shaping the future of digital growth.

 **Interested candidates can drop their CV at:**

hr@binarama.com

 **Join us and turn creativity into impact!**