



Daya Suvagiya

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ABOUT ME

With a background in social media management and business development, I bring a unique combination of skills to the table. As a social media manager, I have a deep understanding of how to create engaging content, build brand awareness, and connect with audiences across various platforms. In my role as a business development manager, I honed my skills in relationship building, networking, and identifying new business opportunities. I am skilled in conducting market research, analyzing data, and developing strategic plans that align with organizational goals.

WORK EXPERIENCE

Business Development Manager

Kyros Solution Pvt Ltd [12/2020 – 08/2022]

City: Surat

Country: India

1. Successfully identified and met customer needs by presenting products and services appropriately, resulting in increased sales and revenue.
2. Developed and maintained strong relationships with clients through in-person meetings, phone calls, and email communication, resulting in repeat business and positive referrals.
3. Responded promptly and professionally to incoming email and phone inquiries, addressing client concerns and questions.
4. Effectively gathered client requirements and communicated them to the team leader to ensure accurate work estimation and delivery of high-quality work.
5. Proactively followed up with clients to obtain feedback on completed projects and to identify new business opportunities.
6. Conducted market research and analysis to evaluate industry trends, competitor activity, and brand awareness, resulting in improved marketing strategies and increased brand recognition.
7. Established and enforced organizational standards for quality service delivery, ensuring customer satisfaction and loyalty.
8. Successfully drove sales performance for an e-commerce platform through effective marketing campaigns, product positioning, and customer engagement strategies.
9. Ensured good customer service by promptly addressing and resolving customer issues and comments, resulting in high customer satisfaction ratings and positive reviews.

Social Media Manager

Kyros Solution Pvt Ltd [10/2017 – 11/2020]

City: Surat

Country: India

1. Develop and implement creative and engaging social media strategies that align with the company's goals and objectives.
2. Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Pinterest, Instagram, and YouTube, adapting content to suit different channels.
3. Oversee, plan, and deliver content across different platforms using scheduling tools such as Buffer and Creator Studio.
4. Create and optimize a monthly content calendar and SMO monthly reports to track progress and ensure goals are being met.

5. Oversee and manage all contests, giveaways, and other engagement activities to increase brand awareness and engagement.
6. Research and evaluate the latest trends and techniques to find new and better ways of measuring social media activity.
7. Manage and facilitate social media communities by responding to social media posts and developing discussions to foster a sense of community and engagement.
8. Monitor, track, analyze and report on performance on social media platforms using tools such as Google Analytics and Facebook insights to measure success and make data-driven decisions.
9. Analyze competitor activity to stay ahead of trends and identify opportunities for improvement.
10. Communicate regularly with clients via messages, email, and calls to keep them informed about social media performance and discuss strategies for improvement.

Customer service representative

Indices Master [06/2016 – 09/2017]

City: Surat

Country: India

1. Communicated effectively with customers via phone, email, and chat
2. Resolved customer issues in a timely and professional manner
3. Provided detailed product/service information to customers
4. Processed orders and returns, ensuring accurate and efficient handling
5. Updated customer records and maintained detailed notes on customer interactions
6. Handled customer complaints with empathy and professionalism
7. Met or exceeded performance goals for response times and customer satisfaction metrics

EDUCATION AND TRAINING

Bachelor of commerce

Veer Narmad South Gujarat University [10/2012 – 06/2016]

Address: 395007 Surat (India)

Website: <https://www.vnsgu.ac.in/>

Digital Marketing

Kyros Solution Pvt Ltd [10/2017 – 03/2018]

Address: 394101 Surat (India)

Website: <https://kyrossolution.com/>

LANGUAGE SKILLS

Mother tongue(s): **Gujarati**

Other language(s):

German

LISTENING B1 READING B1 WRITING A2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

English

LISTENING C1 READING B2 WRITING C1

SPOKEN PRODUCTION B2 SPOKEN INTERACTION C1

DIGITAL SKILLS

Social Media / market research / copywriting / Microsoft Office / google analytics / Organizational and planning skills / Canva / SEO / E-commerce / Teamwork and collaboration. / Html&Css