



SAMEER SODAYE

AGENCY ACCOUNT MANAGER
(DIGITAL MARKETING)

PROFESSIONAL SKILLS

Digital Marketing
Social Media Strategy
Social Media Analytics
Content Curation
Copy-writing
Corporate Blogging
Marketing

PERSONAL SKILLS

Creative Spirit
Reliable and Professional
Team Player
Fast Learner
Motivated

CONTACT

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SOCIAL

FB: fb.me/sameer.sodaye
IG: @Gypsyshutter
Twitter: @Gypsyshutter

ABOUT

I am an experienced Agency Account Manager (Digital Marketing) seeking a full-time position in the field of Digital Marketing, where I can apply my knowledge and skills for continuous improvement.

WORK EXPERIENCE (2 YEARS & 9 MONTHS)

AGENCY ACCOUNT MANAGER (DIGITAL MARKETING)

Cre8ivefox | August 2017 - Present (1 year 5 months)

- Managing a portfolio of accounts.
- Meeting and liaising with clients to discuss and identify their advertising requirements.
- Designing Social Media Strategies responsible for Client's Brand Awareness / Reputation.
- Monitoring and managing a team of Social Media Executives and Interns.
- Monitoring paid promotions for clients to achieve the optimum results.
- Designing new Campaign ideas for the Social Media.
- Training Interns so that they can grasp nuances of Digital Marketing..
- Client Mix includes sectors such as FMCG, Education, Finance, Restaurants, Mall, Resorts, Multiplex, Real Estate and CSR

SENIOR ADVERTISING EXECUTIVE (SOCIAL MEDIA)

Valens Communications | April 2016 - August 2017 (1 year 4 months)

- Managing Social Media accounts of assigned clients.
- Making reports on the basis of Social Media Analysis of all platforms.
- Monitoring and developing reports on competitor activity within social media spaces.
- Designing new Campaign ideas for the Social Media.
- Social Media Platforms worked on: Facebook, LinkedIn, Instagram, Twitter, YouTube.
- Client Mix includes sectors such as FMCG, Education, Finance, Restaurants, Malls, Resorts, Multiplex, Real Estate and CSR



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AGENCY ACCOUNT MANAGER
(DIGITAL MARKETING)

AWARDS

"The Choice"

Best Film Award in students
category -

Yes I am the Change -

A National Level Social Short Film
Competition by Yes Foundation
- Dec 2015

1st Prize

"Admania" National Advertising
and Marketing Competition
at IIM Ahmedabad
- Sep 2015

1st prize

"BARCODE" Inter College
Photography Competition
- Feb 2015

2nd prize

"SYNERGY" Inter College
Photography Competition
- Jan 2015

INTERESTS

Photography

Travelling

Bike Riding

Playing Guitar & Singing

WORK EXPERIENCE (Continued...)

BUSINESS MANAGER (MANAGEMENT TRAINEE)

Make My Trip | December 2015 - March 2016

- Managing Relationships between Hotel Partners and MakeMyTrip
- Developing Hotel's Profile on MakeMyTrip
- Making Business reports and analyzing how to grow Hotel's business in my region.
- New Hotel Contracting

MARKETING INTERN

Jupiter Infomedia Ltd | January 2015 – February 2015

- Contacting SMEs and Creating Awareness about the Portal
- Generating Leads through calls.

INTERNATIONAL PROJECTS

ESSCA - BUDAPEST, HUNGARY

- Post Modernization-
Studied the post modernization techniques used by "Szimpla Kert", world's first Ruin Pub and learnt how the concept of ruin pubs was brought to existence in Hungary by the pioneers.
- Innovation and Social Business-
Designed "Re-Live your Childhood, Café" to overcome the social issue of negative population growth in Hungary .

EM NORMANDY- CAEN, FRANCE

- Studied the effects of Re-unification of Upper and Lower Normandy on Tourism Industry.

EDUCATION

PGDM - INTERNATIONAL BUSINESS

Institute for Technology and Management
Global Leadership Center, Kharghar, Navi Mumbai | 2014 - 2016

BSC NAUTICAL SCIENCE

Indira Gandhi National Open University | 2013