



# SHUBHAM KADAM

## SOCIAL MEDIA MANAGER.

If I was a movie that you were to watch then consider this as a trailer, I really like to work smart and I consider myself as a creative person. And in this century nothing is better than social media to show that. I am currently running a Food&Travel page of my own on Instagram (jashnn\_e\_zindagii) which was founded in April 2022. And if I'd like to conclude that, I can say, 'I like to live it out'

## EDUCATION

Bachelor's Degree in Mass Media  
Bharatiya Vidya Bhavans | 2019 – 2021

## LANGUAGE

English.  
Marathi  
Hindi

✉ kadamshubham696@gmail.com

💻 @jashnn\_e\_zindagii

📍 Mumbai

📞 9096300986

## WORK EXPERIENCE

### *Social Media Manager*

**ALYF**

**February 2023 - March 2023**

- Developed and implemented a comprehensive marketing strategy that increased brand awareness by 25% and customer engagement by 30%
- Managed ORM and generated leads and forwarded it to sales team and hence increased the overall sales.
- Planned and executed successful campaigns across various channels, including social media, email marketing, and events.

### *Branded Content Intern*

**Big Bang Social**

**October 2022- January 2023**

- Assisted in the development of decks for creative brand campaigns.
- Conducted research for reel ideas and communicated with influencers.
- Managed social media accounts and created engaging content to promote the client's brand.

### *Digital creator*

**Jashnn\_e\_zindagii**

**April 2022 - present**

I have an Instagram page (@jashnn\_e\_zindagii). It's basically an A~Z content hub where I create content, edit videos, and manage the overall account! Basically it's a food, fashion, lifestyle and daily vlog page. Apart from this I also use my page as a platform to create social awareness about the ongoing situations in my vicinity.

## **Customer Care Advisor**

**Teleperformance Global pvt ltd |  
February 2022 - June 2022**

- Worked as a Customer Support Associate on behalf of TATA CLIQ, luxury department. I looked after customer's queries and provide them resolution which they are satisfied with.
- We made sure that the customer is never unsatisfied with the brand and we kept the trust of the customer intact.
- The job helped me with excellent proficiency on my communication part and it gave me a very beautiful insight of the customer support work.

## **SKILLS**

---

- *Strategic thinking*
- *Creative problem-solving*
- *Market research*
- *Campaign planning*
- *Social media management*
- *Data analysis*
- *Project management*
- *Leadership*
- *Team management*
- *Budget management*
- *Communication*
- *Collaboration*
- *Time management*

## **CERTIFICATIONS**

---



**Digital Marketing Course- Udemy**



**Social Media Marketing Internship- Career Intuition**