



# MRITYUNJAY DUBEY

## SENIOR DIGITAL MARKETING EXECUTIVE

Ambitious promoter and skilled people manager with deep understanding of market trends and successful strategies to achieve marketing results. Strengths include leveraging data to optimise approaches and capitalising on new opportunities.



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NOIDA, INDIA



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## AREA OF EXPERTISE

- Social Media Marketing
- Facebook Marketing
- Video marketing
- Social Media Optimisation
- Search Engine Optimisation
- Community Management
- Ms - Excel
- Ms - Word
- Ms - Powerpoint
- Team Management
- Research & Development

## WORK EXPERIENCE

### Media Planning Intern

Lemon Tree Marketing and Communication, Chennai

06/2018 - 08/2018

#### *RESPONSIBILITIES*

- Research the potential market for the clients of life insurance sector.
- Made some samples of ad which will run in the different - different media channels.

### Intern ( Social Media Handler)

All India Consultant, New Delhi

06/2019 - 08/2019

#### *RESPONSIBILITIES*

- Handle social media pages of big brand restaurants.
- Organic Reach and posting daily content.

**Intern ( Social Media handling and influencer marketing)**

Indian Pac

12/2019 - 02/2020

*RESPONSIBILITIES*

- Running social media campaign ( LAGE RAHO KEJRIWAL) Community management Influlencer marketing Content Curation.
- 2000 members community management where we try to convince people why they choose this candidate from the particular constituency.

**Training (Digital Marketing)**

Cosette Network Pvt. Ltd., Noida

02/2020 - 05/2020

*RESPONSIBILITIES*

- Handling Instagram and Facebook marketing.
- Works on brand awareness and brand building.
- Youtube video posting and handling.

**Freelance (Social Media Handler)**

Anirat Election Management Company, Patna

07/2020 - 09/2020

*RESPONSIBILITIES*

- Handle social media pages of some big politicians of Bihar.
- Works on organic Reach and daily content on Facebook.
- Google Ads
- On page and off SEO of the company Website.

**SOCIAL MEDIA HANDLER**

Voltrans Energy Pvt. Ltd

07/2020 - 09/2021

*RESPONSIBILITIES*

- Facebook Page Optimisation
- Instagram and Facebook Handling
- Works on brand awareness and brand building
- Running of lead generation campaign.
- Email Marketing.
- Launching Industrial Training Programme.

**SEO EXECUTIVE**

Cog Digital

10/2020 - 07/2021

*RESPONSIBILITIES*

- Off page SEO of some big real estate brands.
- Works on keyword ranking.
- Indexing of keywords on the particular page of website.
- Content marketing of these clients as well.

**SOCIAL MEDIA EXECUTIVE**

Propelld Edufin Pvt. Ltd

01/2022 - 06/2022

*RESPONSIBILITIES*

- Social Media Competitors analysis
- Scheduled social media posts using Hootsuite, optimising reach and maximising community engagement.
- Forged working relationships with Instagram influencers to promote brand awareness through sponsored content.
- Gathered data on engagement rate, reach and impressions to enhance online campaigns.
- Managed curation of relevant, engaging content for Twitter and Instagram.
- Performed regular research to stay abreast of emerging social trends, retaining position as industry leaders.

**SOCIAL MEDIA EXECUTIVE**

The Hatch Project

07/2022 - 10/2022

*RESPONSIBILITIES*

- Scheduled social media posts using Facebook Meta, optimising reach and maximising community engagement.
- Performed regular research to stay abreast of emerging social trends, retaining position as industry leaders.
- Executed successful, innovative social media marketing campaigns with clear call-to-action.
- Managed curation of relevant, engaging content for Facebook and Instagram.
- Gathered data on engagement rate, reach and impressions to enhance online campaigns.
- Ran paid Facebook advertisements using allocated budgets and performance data to achieve maximum ROI.
- Prepared design briefs for graphics, videos and advertising campaigns.

**SENIOR SOCIAL MEDIA EXECUTIVE**

Sparx IT Solutions

03/2023 - Present

*RESPONSIBILITIES*

- Manage the client's Facebook page, including adding new posts, responding to comments and messages, and monitoring page analytics to determine which post types are performing best.
- Monitor competitors' social media account activity and respond to negative comments.
- Post original content, including text, images, videos and reels that are good for the client's image in his constituency and to the interests of the audience.
- Covering clients day to day-to-day activities like the rally, press conferences and public addressing.
- Research on daily new trends in politics
- Writing newspaper articles and blog posts.
- Making trending reels.
- Sharing daily content in the relevant groups.
- Scheduled social media posts using Facebook Meta, optimising reach and maximising community engagement.

## CERTIFICATES

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- Lemon Tree Internship certificate
- All India Consultant Internship certificate
- Indian Pac Internship certificate
- Cosette Network Training certificate
- Google Digital Marketing Certification
- Google Analytics Certification

## EDUCATION

### Bachelor in Journalisms and Mass Communications

Sharda University  
2017- 2020  
First Division Student (CGPA- 9)

## LANGUAGES

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ENGLISH



HINDI

