



Renuka Dimri

Social Media Manager/Content Manager

Contact



8860186820



renukadimri@gmail.com



Jawahar Colony,
Faridabad, Haryana

Work Experience

Unit Manager (social media) at Bajaj Finance Limited

Nov 2022 - Sep 2024

- Working on social media strategy and content
- Working on reports + scheduling content + creating calendars + tracking competition + keeping a tab on topicals/moment marketing
- Campaigns for RBI and IRDAI
- Handling influencers content and multiple agencies
- Communicating with multiple stakeholders

Senior Associate Content (social media) at magicpin

Mar 2021 - Nov 2022

- Working on SM strategy + creating content and handling social media accounts
- Identifying opportunities to connect with existing and potential customers on X/IG
- Running ad campaigns on FB, Insta, and Twitter
- Working on reports + creating calendars + tracking trending/topical content

Hindi Content Consultant in Josh Talks

Aug 2020 - Oct 2020

Communication Trainee in We, The People Abhiyan

Jan 2020 - Mar 2020

- Creating social media content

Creative Head of a YouTube Channel 'Aashqeen'

Jan 2018 - Sep 2019

- Writing video scripts and assisting in direction
- Creating content for social media accounts

Part-time Broadcast Assistant in All India Radio

Dec 2017 - Feb 2019

Executive Copywriter in WOW EVENTS PVT LTD

Nov 2016 - Sep 2017

Intern Producer for 6 months in 107.2 FM Radio Nasha.

2-month Internship at 104.8 Oye FM (now ISHQ FM).

28 days Internship at Dainik Bhaskar in 2014.

About Me

I am a marketing professional, with 8 years of experience. I am confident in my ability to come up with interesting content. Extremely motivated to constantly develop my skills and grow professionally and personally.

Education

Class X, CBSE Board
2010-11

Class XII, CBSE Board
2012-13

BJMC, Guru Gobind Singh
Indraprastha University.
2013-16

MMC, Guru Jambheshwar University
of Science & Technology
2018-20



Renuka Dimri

Social Media Manager/Content Manager

Achievements

- Award from Senior EVP Web Marketing Bajaj Finance and Sr. EVP DMS Consumer
- Writing content for **podcast shows**
- Writing funny scripts for a TV channel
- Written ads for Radio
- Written a few scripts for **Baklol Videos- Youtube Channel**.
- Started my **Vlog Channel** on YouTube.
- Acted in a few videos.
- Invited as a guest on a **Talk show: Parwaaz on FM Rainbow**.

PORTFOLIO LINK

LINKEDIN PROFILE

Contact



8860186820



renukadimri@gmail.com



Jawahar Colony,
Faridabad, Haryana

Skills

- Teamwork
- Creativity
- Time Management
- Ability to work under pressure and multi-task

Computer Proficiency

- Canva
- Sprinkl
- Adobe Premier Pro
- Adobe Audition
- Sony Vegas
- Sound Forge