



Contact

Phone

+84-962362902

LinkedIn/Instagram

Ankitha Dhanya;

Education

2018-2022

Bachelors in Telecommunication Engineering
Dayananda Sagar College of Engineering

Expertise

- Content Strategy and Planning
- Project Management
- Copywriting
- Graphic Designing
- Content Production/Editing
- FB/IG Ads
- Google Analytics

Tools

- Hootsuite
- SEMRush
- MS Office 365
- VN - Video Editing
- Canva
- Buffer
- Power BI

Ankitha Dhanya

Social Media Strategist | Content Producer

I am an enthusiastic professional in the social media and strategy industry. In my 2 years experience, I figured out I thrive under high pressure and get excited by challenges. One of my strength would be that I have worked in different departments from design to editing to management. This has not only helped me expand my knowledge but also made me a content creator who can handle end to end management when in need.

Experience - 2 Years

June 23 - Present

Dentsu Creative Vietnam

Data Strategist

- Drove social component of Chivas Regal award-winning "SCANDI - Know your whiskey" campaign, including integrated partnership with the loyalty platform WeCheer via data analysis and strategy.
- Collaborated regularly with external agencies to amplify the reach of social content through paid media support for all my clients - Durex, Chivas Regal, Abben, 3Mien.
- Assisted in acquiring new business by conducting stakeholder interviews and providing comprehensive analyses of the social media properties of potential clients and competitors and market analysis.

May 23 - Oct 23

Finnet Media | Consultant

Content Strategist

- Conducted social media competitor audit and developed a data driven growth strategy for Instagram.
- Executed the strategy via scripting, content production, community management and editing which led to 20% growth in followers in 2 months.
- Developed and executed social media calendars for LinkedIn and Instagram.

July 21 - March 23

The Hub Bengaluru

Head of Social Media Strategy

- Managed a budget of 15,000 annually for paid social media posts and generated 45,000 in new business.
- Managed a team comprised of 2 social media interns, 1 Associate SM and 2 videographers.
- Owned 100% of project schedules and acted as a liaison between client, copywriting, designing and videography team and met all the timelines via identifying any roadblocks and problem solving.

Social Media Team Manager

- Developed social media growth and content strategy plan for brands that totaled 1M followers across all social channels and growth rate of 480% in 7 months.
- Fostered relationships with social media influencers to amplify content reach and generate a new revenue stream for the business.
- Produced content to showcase products and features across the portfolio to increase awareness and educate by 178%.

Social Media Marketing Associate

- Planned and executed online community management and increased the engagement rate from 0.98% to 4.6%.
- Grew the online social community from 12,000 followers to 48,000 followers in 2 months through new content and engagement strategies.
- Reported social media data analysis and SEO using tools like hootsuite, SEMRush to leadership team to optimise the planning strategy.