

Vandit Panvelkar
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Skills

- **Content Marketing**
 - Expertise in writing content on Social Media, Blogs, Whitepapers, Emails, Video Scripts
 - Creating brand tone of voice, style guides, content consistency across platforms
- **Social Media Management**
 - Ideate and implement Content Strategy based on brand tonality and communication objective
 - Analyzing and implementing content trends and best practices on social media
 - Auditing competitor performance for benchmarking performance and learning new strategy
 - Creating communities on social media, identifying and promoting internal influencers, external loyalists
- **Paid Media Management:**
 - Execute and optimize Paid Media campaigns on FB, LI, TW, Insta, Google ads
 - Create media plans to maximize ROI and achieve KPIs
 - Reporting on performance, analyzing data and implementing optimizations
- **Digital Marketing:**
 - Expertise in Google Analytics 4, Google Tag Manager, Google Keyword Planner, SEM Rush, Google Data Studio, Ad creation platforms of FB, Insta, TW, LI,
- **Team Management:**
 - Supervised and mentored teams including copywriters, graphic designers, paid media marketers, programmers, videographers and editors
- **Vendor Management:**
 - Collaborating with external teams for 3rd Party platforms (FB, TW, LI), data vendors, event planners and website development
- **Project Management:**
 - Created project maps and delivery timelines for new initiatives
 - Driving communication between key stakeholders to resolve bottlenecks
 - Using tools like Asana and Trello for project management

Experience

Digital Marketing Manager at Meesho (Jan 2022-Present)

- Lead the paid media strategy for the Talent branding team for the following goals:
 - Acquiring high-quality leads for recruitment using LinkedIn ads
 - Increase traffic and visibility for meesho.io website and blog
 - Increase reach and followers for social media channels – LinkedIn, Twitter, Insta
 - Increase awareness of Meesho sponsored events
 - Create media budget and allocate spends to various paid channels based on ROI
- Track and report on key metrics of paid media campaigns and optimise for efficiencies
- Lead organic creative content strategy for the following goals:
 - Create social content buckets based on communication brief and objectives
 - Increase follower growth across LinkedIn, Twitter, Instagram
 - Increase organic traffic to website and blogs via social channels
 - Track social growth of competition to create industry and peer benchmarks

- Be a program manager for the website and blog – includes following tasks:
 - Manage implementation of new features, optimisations on website and blog
 - Create strategies to increase organic and paid traffic to website and blog
 - Manage website development vendors, contracts, payment, etc.
 - Implement SEO strategies to improve page rankings and organic traffic

Senior Paid Social Manager at Jellyfish (Jan 2020 –Jan 2022)

- Implement paid media strategy on LinkedIn, Twitter, Facebook, Insta, Google Ads for acquiring leads for Universities like Leeds, Oxford, Rackspace, Service Now, etc.
- Create budget and performance forecasts based on historical data and client goals
- Create media plans based on budget, paid marketing channels, cost efficiencies, etc.
- Writing copy for paid media ads and tweaking copy based on performance
- Create client reports and lead meetings with clients on W-O-W and M-O-M performance

- Content Strategist

Mirum (Sept 2018 – Dec 2019)

Digital copywriting \ Campaign ideas \ Video scripting \ Pitch Creation \ Content Strategy \ Media executions

Brands: Sanofi, Yamaha, Johnson & Johnson

- Creative and Content Manager

Bonzai (Nov 2013 – Mar 2018)

Display Ad Ideation & Creation \ Copy writing \ Client management \ Pitch Creation

Brands: OMD Singapore, PHD India and Singapore, Mediacom Singapore

- Senior Copywriter

Blink Digital (Dec 2011 – Sep 2013)

Copy writing \ Client management \ Pitch Creation \ Social Media Execution

Brands: KFC India

- Copywriter

Pinstorm (Nov 2010 – Dec 2011)

Copy writing \ Client management \ Pitch Creation \ Social Media Execution

Brands: Airtel, Cadbury India

Education

Growth X – India's Leading Growth and Product Management Training

Apr 2022 – Jun 2022

St. Andrews College – Bachelor of Mass Media (Advertising) – Graduated With Distinction

2006 – 2009

Jasudben ML School – ICSE Board

1991 – 2006