

Swapnil Panchal

Social Media Marketing and Digital Marketing

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PROFILE SUMMARY

A Results-driven B.Com graduate with a year's expertise leading impactful Social Media Marketing campaigns and crafting dynamic Digital Marketing strategies. Proficient in maximizing brand visibility, boosting engagement, and driving exceptional conversion rates across diverse platforms.

EXPERIENCE

Mediashark - Nashik- Social Media Marketing Manager

AUGUST 2023 - PRESENT

- Creating on-brand content for various social media platforms (Facebook, Instagram, Twitter, LinkedIn, Youtube, Pinterest etc.) including text, image, and video content.
- Manage day-to-day activities on social platforms, including content scheduling, posting, and audience engagement.
- Monitor social media channels for industry trends, competitor activity, and relevant conversations to identify opportunities for engagement.
- Analyze social media metrics and insights to evaluate campaign performance, optimize content strategies, and drive continuous improvement.
- Stay updated on social media best practices, algorithm changes, and emerging trends to implement innovative strategies.
- Creating Social Media Insight and Audience growth reports.
- Creating and Management of Facebook Ads Campaign and Instagram Boosting

EXTRA CURRICULAR ACTIVITIES & SKILLS

- Completed Certificate Course in Tally.ERP 9 with GST and AutoCAD 2012 Mechanical & (2D, 3D, Isometric).
- I have Completed Graphic design and Visual Effects in Adobe Illustrator and Photoshop, Canva, and Video Editing in Adobe Premiere Pro, and Wondershare Filmora.
- As Professionally Work on Computer as best Expertise as practically

LANGUAGES

Hindi, Marathi, Gujarati, English

EDUCATION

Commerce, Management & Computer Science, Nashik — (Bachelor of Commerce, Bcom)

MARCH 2019 - APRIL 2022

- CGPA-7.93 Grade A
- Specialization in Banking & Finance.

HOBBIES & INTEREST

- Drawing, Photography with Video & Photo Editing, Making Instagram Reels Video or post Making and Active in social media for stay updated.
- Visiting Historical, Cultural Places.

DECLARATION

I Hereby declare that the information mentioned above is correct to the best of my knowledge and I bear the responsibility for the correctness of the particulars mentioned above and I will do my best to give a bright performance in my ability to work. Thank You

Date :

Place :

