



# Dhruv Patel

Social Media Manager

<https://www.linkedin.com/in/dhruv-patel2406>  
[pateldhruv2406@gmail.com](mailto:pateldhruv2406@gmail.com)  
[+91-9924537600](tel:+91-9924537600)

## Contact

Phone

[+91-9924537600](tel:+91-9924537600)

Email

[pateldhruv2406@gmail.com](mailto:pateldhruv2406@gmail.com)

Address

B-19, wadi vayda pole ,chokandi.  
vadodara-390017.

## Education

B.E. in Information Technology.

- G.T.U.

K.J.I.T.- Savli

2017

## Expertise

- Instagram campaign analytics
- Classification report
- Twitter Brand Analytics Report
- Facebook Brand Analytics Report
- Instagram Brand Analytics Report
- Google Analytics
- LinkedIn Analytics
- Twitter Comparison
- Facebook Comparison
- Instagram Comparison
- YouTube channel Comparison
- Facebook Ads Insights
- Google Ad words Insights

## Advance

- AI-based video creation
- AI based marketing

## Experience

### April-2023 - Present

National Foods, Waghodia - Vadodara

#### Social Media Manager

- Developing and executing social media strategies to increase brand awareness, engagement, and sales.
- Creating and curating engaging content for various social media platforms, including text, images, and videos.
- Analyzing social media data and metrics to track the success of campaigns and adjust strategies accordingly.
- Managing social media accounts and responding to customer inquiries and comments in a timely and professional manner.
- Collaborating with cross-functional teams, including marketing, sales, and customer support, to ensure consistent messaging across all channels.
- Staying up-to-date with the latest social media trends and best practices.
- Managing social media advertising campaigns and budgets.
- Building and maintaining relationships with influencers and other key social media accounts in the industry.
- Monitoring and moderating user-generated content and ensuring that it aligns with the brand's values and guidelines.
- Developing and implementing crisis communication plans in case of negative feedback or social media crises.

### Aug-2021- March 2023

Sanfinity Creative Solution Pvt.Ltd.

#### Digital Marketing Executive

- Social Media Marketing
- Social CRM
- Social Analytics
- Regularly produce positive content for engagement with the audience.
- Have an understanding of search engine behavior, social media, forums, blogs, ratings, reviews, etc. These are considered to be the most important and basic skills of a reputation manager.
- Work towards enhancing and building the organization's reputation by constantly measuring the effectiveness of your strategies.
- Be well prepared for taking immediate action when the company's reputation has been tarnished.
- Lead the management team in maintaining and improving the company's reputation.

## Skills



SEO



Email Marketing



Social Media Marketing



Canva, Freepik



Google Analytics



Google Adword



Google Business Listing



Strategic planner

## Certificates

Facebook Marketing

<http://lnkiy.in/Facebook-Marketing>

Digital Marketing

## Language

English

Hindi

Gujarati

## HOBBIES

Listening Music,

Traveling,

Socializing,

- Development of Positive Content, and scheduled regular positive stories to build trust.
- Engagement with the Audiences, based on positive attributes of the brand.

### July 2020 - Jun 2021

Driplex Engineering

#### Digital Marketing Executive

- Online content, tracking, and analysis of reputation factors account for the successful management of the Brand's reputation.
- Facilitate problem resolution along with other questions.
- Performing an in-depth audit of the information on the world wide web and ensuring the positive reputation of the Brand.
- Continuously monitoring /Tracking the reputation of the brand on various outlets, e.g. social media, search engines, blogs & social communities, consumer forums, etc.
- Commenting positively on the most influential/negative forums and comments.
- Manage all review content and take necessary steps to curb inappropriate content.
- Track, analyze, and make recommendations to account for new or revised content; optimize for SEO.
- Evaluate review and survey data for trends and anomalies.
- Coordinate monthly performance reviews and recommendations.
- Analyze online statistics; overall trends and subsets by Sites/Rating/Keywords, and identify ongoing trends and potential mitigation solutions.
- Provide daily, weekly, and quarterly analyses to the senior management.

### Sep 2018 - March 2020

Samanvay Reality

#### Digital Marketing Executive

- Consult With sales, Media, and Marketing representatives to obtain information on products or services and discuss the style and length of advertising.
- Lead Management, Lead Generation.
- Social Media Marketing.
- Google Business Listing.
- CRM Software Management.

### Aug 2017 - Jul 2018

Coldwell Banker

#### Digital Marketing Executive

- Prepare budgets and submit estimates for program costs as part of campaign plan development.
- Social Media Marketing
- Website Management
- Online Product Listing