

NARESH THADANI

MANAGER - ORM & ANALYTICS

+91 7977177007

@nareshthadani19@gmail.com

www.linkedin.com/in/nareshthadani

Hiranandani Estate, Thane West

CAREER OBJECTIVE

To acquire advanced knowledge in my concern, seeking a challenging career where my academic excellence will add value towards organization and personal growth.

EXPERIENCE

01/2023 - Present

LOWER PAREL

Manager - ORM & Analytics

Jack in the Box Worldwide

Integrated Digital Communications Agency

- Managing brands like ITC Hotels, Charmis, EDW Essenza, Dermafique, Blue Heaven, Applause Ent.
- Staying up to date with the latest media trends. best practices and technologies.
- Worked on social media tools like Brandwatch, Facebook Meta for data export and Insights.
- Analysing and making monthly reports on brand performance on social media platforms.
- Address guest concerns and feedbacks immediately through response management.
- Pull and interpret data from social listening tools including volume, sentiment, audience, etc.
- Maintaining excel for fashion brands on top performing posts based on reach and engagement.

10/2019 - 12/2022

THANE

Real Estate Consultant

Make My Flat

Home Loan | Documentation | Interior Designer | Mutual Funds

- Adjourned my career to concentrate on full-time caregiving in father's business.
- Learned new skill incorporated with real estate industry under sales department.
- Listing of properties on housing portals like Magicbricks, 99Acres, Housing, etc.

08/2017 - 09/2018

LOWER PAREL

Senior Analyst & ORM Executive

Adfactors PR

Social Media Organization

- Working on social media platforms like Facebook, Twitter, Instagram, LinkedIn, etc.
- Monitoring and analyzing the campaign created by Communications department.
- Using Radian6 (Social Studio) tool for data extraction/reviews for the assigned client.
- Preparing Intelligence Report of the Influencers from the extracted data.
- Analyzing and classifying the extracted & manually fetched data based on sentiment.
- Closely working on TurnAroundTime (TAT) set by the client.
- Sending weekly, monthly reports based on the engagement to the seniors.

04/2016 - 06/2017

VIKROLI

Analyst & Monitoring Executive

Mirum India

Social Media Agency

- Working on social media platforms like Facebook, Twitter, Instagram, LinkedIn, etc.
- Scheduling the tweets from TweetDeck and LinkedIn posts through HootSuite.
- Analyzing and classifying the extracted & manually fetched data based on sentiment.
- Closely monitoring the trends to provide actionable insights to business.
- Build & Monitor client accounts across the web including Facebook, Google+ and Twitter.
- Posting responses on real time basis of customer's grievances, appreciation & queries.

SKILLS

Brandwatch	Analytics	Radian6	Online Reputation Management	Client Servicing	MS Office
HootSuite	Social Studio	Tally ERP	SAP FICO	TweetDeck	SQL 2008
					VB.NET

EDUCATION

2011	●	Bachelor Of Commerce University of Mumbai
2008	●	High Secondary Certificate University of Mumbai
2006	●	Secondary School Certificate Maharashtra Board

ACHIEVEMENTS



EMPLOYEE OF THE YEAR

Got felicitated for 2 consecutive years from 2011-12

VOLUNTEER PROJECTS

Global Citizen & Coldplay Concert

📅 2017 📍 Mumbai

Handled and monitored the campaigns assigned on social media platforms

- Successfully accomplished

LANGUAGES

English	Proficient	Hindi	Proficient	Sindhi	Expert
Marathi	Intermediate				