

YASH PANCHMATIA

EXPERIENCED ACROSS

- Social Media Marketing
- Search Engine Optimization
- Campaign Management



SKILLS

- Digital Marketing
- Digital Strategies
- SEO (Search Engine Optimization)
- Branding Strategies

EDUCATION

February 2016

CERTIFICATE IN ADVANCE DIGITAL MARKETING DMTI

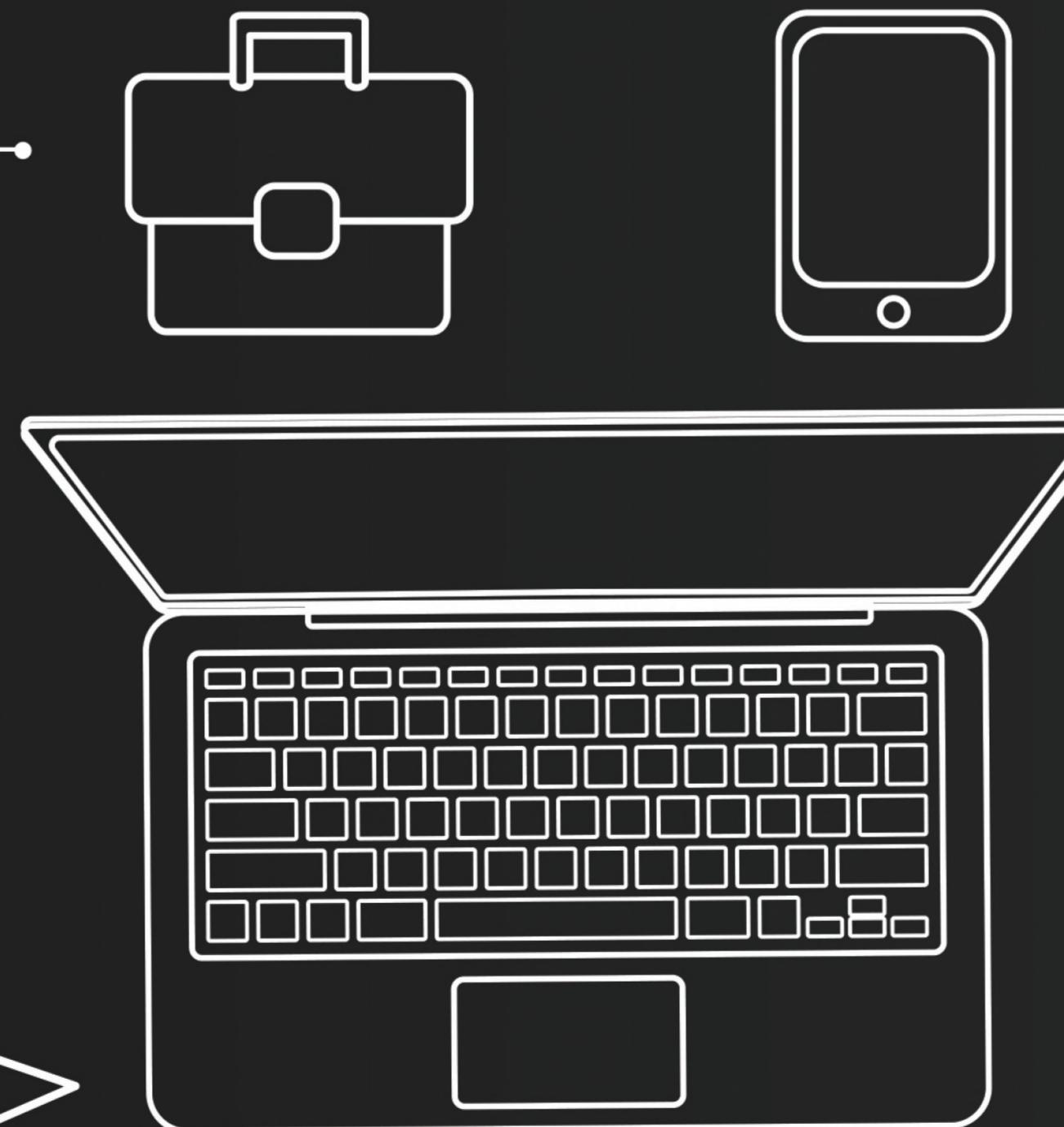
2012-2015

BACHELOR OF MASS MEDIA (BMM) Mumbai University

2011-2012

COMPUTER AWARENESS & APPLICATIONS

A dynamic professional with 7 years of experience, to continue a career in digital marketing and advance my skill set. I love what I do and am very passionate about the industry I am involved with. I have learnt that working in a team is important for every individual. To be able to bounce ideas of fellow colleagues means to me, that I can push my ideas and my work to their greatest potential.



CONTACT

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LANGUAGES

- English
- Hindi
- Gujarati
- Marathi

PROFESSIONAL HIGHLIGHTS

Increase in

• Customer Engagement

• Page likes

• Comments

• Enquiries

• Group sharing

• Conversations

WORK EXPERIENCE

Digitactix

Social Media Team – Social Media Manager

December to present

Social Media Marketing, Campaign Management

Responsibilities

- Build and completely manage the client's social media strategy, profiles, and presence, including Facebook, LinkedIn, and additional platforms that may be deemed relevant.
- Support all campaign activity. Strategize and execute Ad tactics that support our strategies. Manage/improve social media performance based on click-through rates, traffic, conversions

Think first Digital

Social Media Team – Social Media Manager

October 2021 to November 2022

Social Media Marketing, Search Engine Optimization, Campaign Management

Responsibilities

- Social Media Manager duties and responsibilities
- Develop, implement and manage our social media strategy
- Define most important social media KPIs
- Manage and oversee social media content
- Measure the success of every social media campaign

Infusion

Social Media Team – Social Media Manager

January 2021 to October 2021

Social Media Marketing, Campaign Management

Responsibilities

- Work closely with the marketing team to develop social media campaigns that help to achieve corporate marketing goals
- Develop monthly reports on emerging social media trends that will be submitted to the management and executive teams
- Monitor the company's social media accounts and offer constructive interaction with users

Hangover Media

Social Media Team – Social Media Manager

July 2020 – Till Date

Social Media Marketing, Campaign Management

Responsibilities

- Design and implement Social media strategy for Clients
- Brainstorm new and creative growth strategy.
- Collaborate with internal teams to manage and update monthly Social Media calendars.
- Campaign planning on a month to month basis that go with client's business objectives.
- Understand the brand's audience behavior on social media channels.
- Have an understanding of branding guidelines, design traits, and colors to make the best artworks.

Ventures Advertising

Social Media Manager

November 2019 - June 2020

Social Media Marketing, Analyses

Responsibilities

- Digital Strategy – Plan & Strategize Online activities
- Ensure Brand awareness, Online Reputation strategy
- Well-versed with Social Media listening tools
- Trend Analyses in Social Media Marketing
- Demonstrated creativity and documented immersion in social media
- Experience sourcing and managing content development and publishing

3rd Wave Media

Social Media Manager – Contractual basis

August 2019 – October 2019

Social Media Marketing, Campaign Management

Responsibilities

- Deliberate planning, strategy and goal setting
- Identify important Target audiences
- Create Expense strategies for clients
- Execute that strategy against clearly defined Objectives & Key Results
- Monitor Industry and competitive social media sites for announcements, trends
- Prepare reports for clients, define strategy and tactics as needed

Webzaa Digital

Social Media Team – Social Media Specialist

March 2018 – July 2019

Social Media Marketing, Campaign Management, Communication

9Dzine

Social Media Team – Social Media Manager

March 2017 – March 2018

Social Media Marketing, Search Engine Optimization, Campaign Management

INTERNSHIPS & TRAINEE

- Internships - Bombay Blokes, Wild Earth, Omved
- Trainee - AXAT Technologies, Graphene Media, Shah Entertainment