
AJINKYA CHITLEKAR

07 NOVEMBER 1996 | MUMBAI-07

EXPERIENCE

Freelancing social media marketing (September 2024 - present)

- Managed digital marketing campaigns for nutrition, jewellery, and event brands, driving brand awareness and audience engagement
- across Instagram, Facebook, and other social platforms.
- Developed and executed content calendars
- and brand-specific social media strategies aligned with target audience needs.
- Coordinated with graphic designers, video editors, and content creators to deliver high-quality, on-brand visuals and videos.
- Conducted client meetings to understand
- brand goals, creative direction, and campaign requirements.

Oversaw influencer collaborations from shortlisting to execution, ensuring authentic brand representation and measurable results.

- Managed on-ground content creation by visiting shoots, events, and brand locations to capture engaging material.
- Directed on-site content production by visiting
- brand locations, events, and product shoots to capture high-impact visuals and videos.
- Managed influencer marketing campaigns, from sourcing and negotiating collaborations
- to monitoring performance metrics.

ABOUT ME

I am a dedicated and driven individual committed to achieving excellence through hard work and adaptability. I embrace every opportunity with enthusiasm, striving to make a meaningful impact in whichever field I work. With a proactive mindset and a passion for learning, I aim to contribute effectively while ensuring that every experience is both enriching and rewarding.

CONTACT



8779403732



ajinkyachitlekar96@gmail.com

TECHNICAL SKILLS

- Locobuzz
 - Social Studio
 - Konnect Insights
 - Meta Buisness Suite
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Key Achievements:

- Boosted Instagram reach by over 60% for a nutrition brand through strategic reels, influencer tie-ups, and trend-based content.
- Drove a 30% increase in event attendance for an events brand via targeted social ads and influencer engagement.
- Strengthened jewellery brand's online presence, generating consistent inbound inquiries through curated lifestyle content.



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EXPERIENCE

Fulcrodigital pvtltd – (September 2023 – July 2024)

Designation – Social Media and ORM Manager

- Designed and implemented data-driven social media strategies to boost brand visibility and engagement. Produced and scheduled tailored content, driving audience growth and extending reach. Optimized campaigns using tools like Hootsuite, enhancing ROI and actionable results. Engaged with online communities to resolve inquiries, build trust, and nurture loyalty. Monitored and managed brand sentiment across platforms, reviews, and forums. Addressed feedback swiftly to improve satisfaction and retention. Executed ORM strategies to mitigate negative sentiment and strengthen credibility. Utilized tools like Locobuzz, Social Studio, Konnect Insights, and Meta Business Suite for monitoring and insights.

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(November 2022–September 2023)

Designation – ORM Executive

- Developed and implemented strategies to build a positive brand reputation and address real-time negative feedback on social media. Monitored and tracked complaints across digital platforms, ensuring timely resolution by coordinating with internal teams. Created and managed daily monitoring reports, press release trackers, and ORM operations. Seeded positive content through forums and social media to enhance online reputation. Provided crisis reports, identified trends, and offered strategic insights based on listening and analytics reports. Prepared and analyzed MIS reports, presentations, graphs, and data using advanced Excel tools for accurate reporting.

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EXPERIENCE

Mirum Digital Pvt Limited

(October 2020–September 2022)

Designation – Sr ORM Executive

- Build and manage a positive online reputation for individuals or organizations.
- Monitor and analyze online content across platforms like social media, blogs, and forums.
- Develop strategies to amplify positive content and reduce the impact of negative content.
- Investigate and address criticisms or negative comments.
- Respond positively to feedback and manage social media interactions.
- Review and manage online content to limit inappropriate material.

Pen Studios Pvt Limited

(May 2019 –February 2020)

Designation – Social Media Executive

- Manage social media pages with daily posts and content creation.
- Maintain a content calendar and track trends in Bollywood and entertainment.
- Meet daily targets and handle the organization's app.
- Monitor performance using Google Analytics.
- Edit photos for timely uploads.

EDUCATION

- Digitalmarketing Soft pro DMTI (2019)
 - Batchelor of Commerce (2018)
 - Bhavans college (2015)
 - St.xaviers high school (2012)
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EXPERTISE

- Management Skills
 - Creativity
 - Communication
 - Leadership
 - Team Player
 - Problem Solving
 - Account Management
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