# 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 highquality, on-brand visuals and videos.
- Conducted client meetings to understand
- brand goals, creative direction, and campaign requirements.

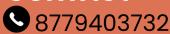
Oversaw influencer collaborations from shortlisting to execution, ensuring authentic brand representation and measurable results.

- 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





### TECHNICAL SKILLS

- Locobuzz
- Social Studio
- Konnect Insights
- Meta Buisness Suite

#### **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.







# AJINKYA CHITLEKAR

07 NOVEMBER 1996 | MUMBAI-07

#### **EXPERIENCE**

#### Fulcrodigital pvtltd - (September 2023 - july 2024) Designation - Social Media and ORM Manager

- Designedand 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.

Wat Consult- Dentsu (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.

#### **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**



ajinkyachitlekar96@gmail.com

#### **TECHNICAL SKILLS**

- Locobuzz
- Social Studio
- Konnect Insights
- Meta Buisness Suite







•

# AJINKYA CHITLEKAR

07 NOVEMBER 1996 | MUMBAI-07

#### **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)

#### **EXPERTISE**

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





