

DIVYA AGARWAL

Senior Social Media Executive

✉ divyaagarwal0609@gmail.com
☎ + 91 7666182135
📍 Thane, Maharashtra
🌐 [LinkedIn](#)

EDUCATION

Bachelor of Science, Information Technology
SK Somaiya College, Mumbai
9.2 CGPA

CERTIFICATES

- **The Fundamentals of Digital Marketing**
Google
- **Social Media Marketing**
HubSpot

CREATIVE PORTFOLIO



Scan Me!!!

WORK EXPERIENCE

Senior Social Media Executive

Forecast Advertising Pvt. Ltd. 2nd December 2024 - Present

Brands- JM Financial Services, Bhumi Green Energy

- **Content Planning** → Built a structured approach balancing everyday calendars with educational explainers, topical days, trend-led reels, employee-led content series, and campaigns.
- **Stakeholder Alignment** → Led JSR calls and presented strategies to CMO-level senior stakeholders, driving alignment across teams.
- **Collaboration & Communication** → Ensured seamless client-agency-internal coordination for timely delivery.
- **Creative Direction** → Managed end-to-end scripting, shoots, and production for video-first formats.
- **Performance & Insights** → Developed performance reports and competitor scans to refine strategies

Social Media Strategist

Freelance 1st July 2024 - 1st December 2024

Brands- VIAN, Miloni, House Of Pinash, Antarmana

- **VIAN** → Pharma manufacturing. Built the brand from the ground up by managing the company LinkedIn page, content ideation, planning, and execution. Launched campaigns such as #VIANinAfrica for their global clients.
- **Miloni & House of Pinash** → Clothing brands. Introduced and launched new collections on social media, including collection names, logo design, grid planning, content creation, and UGC/influencer collaborations.
- **Antarmana, Aanchal** → Clinical psychologist. Streamlined content strategy by ideating and curating content to grow audience engagement, resulting in a 1.5× increase in client base within three months.

Social Media Assistant Manager

Wedabout 5th May 2022 - 18th July 2024

Brands- VIAN, Miloni, House Of Pinash, Antarmana

- **Social Media Content Strategy** → Planned and executed strategies across all platforms based on brand goals and KPIs.
- **Led Collaborations** → Managed outreach, negotiation, planning, and execution.
- **Paid Media** → Ran and optimized Meta Ads and Pinterest campaigns.
- **Reporting & Insights** → Tracked performance and prepared weekly and monthly reports.
- **Team Communication** → Coordinated with teams to ensure timely delivery of marketing materials.

Social Media Strategist

Evolve Brand Development Solutions

November 2022- May 2023

Brands- KAVS, Presidential, Vandu, Intellve, Abhliasha Group

- Conducted in-depth market research
- Developed winning content strategies with a variety of content buckets
- Led Influencer Marketing & User-Generated Content Curation
- Collaborated with internal teams for content creation and execution
- Delivered clear and informative monthly reports to clients

Social Media Manager & Strategist- Intern

Seekho

February 2021 - March 2023

- Joined at 55 followers, happy to contribute to the journey to 30K followers
- Managed social media activities including posting, engagement, and hashtag analysis
- Executed successful giveaways and contests with brand awareness & app downloads as objectives
- Designed creatives for social media platforms & paid ads

Social Media Intern

Guby Rogers & Daksh Sethi

March 2021- May 2021

- Managed Social Media Platforms
- Content Curation with Execution
- Graphic Designing- Canva

Social Media Intern

Career Incubator

Sep 2020- Nov 2020

- Social Media Content Research & Curation
- Social Media Management / Marketing
- Collaborated with different college placement cells for workshops

EXTRA CURRICULAR ACTIVITIES

Vice- President, Finance

SK Somaiya Placement Cell 2020-21

- Managed 9 member team.
- Raised good amount of funds at the time of COVID-19.
- Planned, Implemented strategies for funding.
- Kept a track of all the expenses.

Team Leader, Finance

SK Somaiya Placement Cell 2019-20

- Managed 4 member team.
- Raised funds for the Career fest.
- Planned, Implemented strategies for funding.
- Did external and internal PR.