

# HARSHAL MANE

## SOCIAL MEDIA EXECUTIVE



+91 9619069301



harshalmane5618@gmail.com

### SKILLS

- Problem-solving
- Analytical
- Communication
- Leadership Qualities

### LANGUAGE

English

Hindi

Marathi

### EDUCATION

#### Post-Graduation

#### INDIAN SCHOOL OF MEDIA

2023-2024

Media & Event Management  
(Specialization in PR & Sports  
Management)

#### Graduation

#### N.G Acharya College (Mumbai University)

2016-2018

Bachelor of Mass Media (BMM)

### PROFILE

Results-driven professional with experience as a Sales Coordinator and Client Servicing Manager, currently thriving as a Social Media Manager. Adept at creating engaging and relatable content, with a passion for cricket. Committed to fostering strong client relationships and delivering impactful marketing solutions.

### WORK EXPERIENCE

#### Social Media Manager

#### SOCIOMARK

(15th Apr 2025 - Present)

- Managed end-to-end strategy for brands across healthcare, FMCG, and logistics:
- Ayushakti Ayurved, Jivana, TPC Couriers
- Built monthly content calendars & executed photoshoots/videos
- Led moment marketing & festive campaigns
- Tracked KPIs for engagement & growth
- Coordinated organic + paid strategies with creative & media teams

#### Social Media Manager

#### PAPERCRAFT EMG

(6th Sept 2023 - 31st Marc-2025)

- Led strategy, execution & performance tracking across social channels
- Managed paid campaigns to meet marketing goals
- Handled client onboarding & pitch presentations
- Collaborated with influencers & food bloggers
- Curated relatable, humorous content including in-house reels

## H.S.C

### SKRAI Jr. College

2016-2018

Bachelor of Mass Media (BMM)

## S.S.C

### OLPS School

2012

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## HOBBIES

Cricket

Travelling

Content Creation

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## Sales Coordinator & Marketing

### KALKI FASHION

(1st Aug 2022- 1st Jun 2023)

- Creating and placing orders online
  - Cross selling and upselling
  - Working on Sold out orders helping customers to select replacement product instead of the one which is already sold out.
  - Demonstrated consistent high-quality and adhered to strict deadlines
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## Client Servicing

### ONE POINT ONE

(1st Oct 2020 – 23th Jul 2022)

- Helping the customers with Dmat accounts
  - Handling end-to-end process for Dmat accounts.
  - Communicating and helping the clients to make their accounts and reviewing the same.
  - Converting every leadon call and ensuring to resolve their problems.
  - Manage and follow up on all commercial aspects of the account.
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## Client Servicing

### OKSir

(17th Sept 2018 – 19th Sept 2020)

- Communicating with the client on daily basis and ensuring to fulfill their requirements.
  - Communicating and helping the customers with positive attitude.
  - Handling various on field and off field and meeting the clients need promptly
  - Monitor end-to-end CRM process ofthe company.
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