

Priyanka D. Kadam

Phone: 9969016162 | **Email:** priyanka.kadam0308@gmail.com |

DOB: 03/08/1995 | **Location:** Thane (W), Maharashtra



PROFESSIONAL SUMMARY

Social Media Manager with 5+ years of experience in social media marketing, content creation, and campaign execution. Skilled in graphic design, video editing, and community management across platforms like Instagram, Facebook, Pinterest, Twitter, and YouTube. Recognized for creativity, attention to detail, and problem-solving skills, with the ability to manage multiple projects in fast-paced environments.

SKILLS

Technical Skills: Social Media Management, Content Creation & Copywriting, Campaign Management, Video Editing & GIF Creation, Canva, ChatGPT, Veed, CapCut, Wix, Meta Business Suite, Hootsuite, StreamYard, Corel Draw, MailerLite

Professional Skills: Social Media Strategy, Brand Development, Client Management, Community Engagement, Facebook Live Coordination, Lead Generation, Market Research & Competitive Analysis

Soft Skills: Communication, Creativity, Team Collaboration, Problem-Solving & Adaptability, Attention to Detail, Time Management & Multitasking

EMPLOYMENT HISTORY

Social Media Manager, Benzene Digital LLP, Navi Mumbai, Maharashtra

Jul. 2020 – Present

Key Responsibilities:

Social Media Strategy:

- Develop and implement a comprehensive social media strategy to connect with target audiences and achieve marketing objectives.
- Stay updated on trends, platform updates, and best practices to optimize the brand's online presence.

Content Creation & Writing:

- Craft engaging, creative, and original content for social media, blog posts, articles, newsletters, and campaigns.

- Ensure all content aligns with the brand voice and resonates with the target audience.
- Collaborate with the design team to create visually appealing posts and campaigns.

Campaign Management:

- Conceptualize and manage full-fledged social media and content campaigns to promote brand awareness, engagement, and conversions.
- Plan and manage a content calendar to ensure timely delivery and consistent posting.

Audience Engagement:

- Actively engage with followers, respond to comments and messages, and create meaningful interactions to build community and brand loyalty.
- Monitor user feedback and adapt content strategies accordingly.

Analytics & Reporting:

- Track and analyse key social media and content performance metrics to evaluate effectiveness.
- Provide actionable insights to optimize strategies and meet key performance indicators (KPIs).

Cross-Team Collaboration:

- Partner with internal teams, including marketing, design, and operations, to gather insights and develop impactful content.
- Align social media and content efforts with broader brand and business goals.

Creative Leadership:

- Drive the ideation and execution of storytelling concepts that amplify the brand's narrative.
- Brainstorm innovative content ideas to keep the brand fresh and engaging.

Key Achievements:

- Boosted audience engagement through strategic content and community interaction.
- Improved client satisfaction by making content planning and delivery smoother and more organized.
- Enhanced content quality by using creative tools and automation to make posts, videos, and designs more engaging.

Tools & Technologies:

Canva | Veed | ChatGPT | Wix | Meta Business Suite | CapCut | Hootsuite

Marketing Executive, Divide by Zero Technologies, Navi Mumbai, Maharashtra

Jun. 2018 – Dec. 2019 (1 Year, 6 Months)

Key Responsibilities:

- Managed social media marketing by creating and scheduling posts, running campaigns, and keeping Instagram, Facebook, LinkedIn, and Pinterest active and engaging.
- Planned and sent email marketing campaigns to connect with potential customers and increase sales.
- Interacted with customers online, answering their questions and ensuring they had a great experience.
- Organized exhibitions, taking care of stall design, coordinating with vendors, and handling advertising to showcase the brand.
- Created print materials like brochures, booklets, and posters to support marketing efforts.
- Launched customer engagement programs to build strong relationships and improve brand loyalty.
- Analyzed data and tracked leads, helping the company understand what worked best to attract and convert customers.
- Registered the company for industry awards, boosting its credibility and reputation.

Key Achievements:

- Increased brand visibility by running effective marketing campaigns.
- Boosted engagement and customer interest by improving social media and email marketing strategies.
- Successfully managed exhibitions while ensuring everything was cost-effective and well-organized.

Tools & Technologies:

Canva | Corel Draw | Meta Business Suite | MailerLite

Client Service Executive, The Catalog Bazar, Mumbai, Maharashtra

Apr. 2017 – Jul. 2017 (3 Months)

- Researched and extracted potential clients to help the company get new business.
- Made calls and sent emails to introduce the company's services and attract new clients.

- Learned about the company's services in detail to explain them clearly to potential customers.
- Scheduled and set up meetings between senior management and potential clients.
- Helped new clients get started smoothly, making sure they had a great experience and stayed with the company long-term.
- Regularly interacted with clients over phone and email, answering their questions and maintaining good relationships.

EDUCATION

Oriental School of Business, Navi Mumbai, Maharashtra

MBA, Marketing, Apr. 2018

K. J. Somaiya Institute of Arts & Commerce, Mumbai, Maharashtra

BCom, Commerce, Mar. 2016

HOBBIES

Sports, Travelling, Sketching