



sanjitspasi466@gmail.com



9819246804



Navi Mumbai, India

SKILLS

Digital & Social Media Strategy

Influencer Marketing & Partnerships

Content Marketing & Storytelling

Organic & Paid Media

Campaign Management & Analytics

Team Leadership & Cross-Functional Collaboration

LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Marathi

Professional Working Proficiency

INTERESTS

Learning | Travelling

Sanjit Pasi

Marketing & Branding Professional with 6+ years' experience in social media, digital marketing, and brand management across live events, IT, gaming & lifestyle brands. Skilled in campaign strategy, influencer marketing, and team leadership, with a track record of building brands.

WORK EXPERIENCE

Social Media Manager

SD Fosters

10/2018

Digital Marketing & Consultancy Agency

Mumbai

Achievements/Tasks

- Planning, creating and execution of projects.
- Establishing, managing and maintaining brand on social media platforms.
- Client relationship manager

Event Manager | Artist Manager

Festivina

11/2019

Event & Artist management agency

Mumbai

Achievements/Tasks

- Creating and executing desired plan for enhanced output pre/post and during the event.
- Managing artist and influencers as per project requirements ensuring professional, experienced and cost effective approach

Senior Marketing Executive

BLITZPOKER

05/2021

Online poker platform

Remote - Mumbai

Achievements/Tasks

- Ideation & execution of marketing/branding content across social platforms
- Managing Marketing & promotional activities through affiliates and other media platforms.
- Leading internal design, operations & content team for optimal output.

Senior Social Networking Executive

AvenData

09/2022

IT solutions

Remote - Mumbai

Achievements/Tasks

- Marketing & Branding content creation across social platforms
- Engaging & Interactive Emails/ SMS/ Blog posts

Asst Brand Manager (Marketing)

The Living Co.

05/2025 - Present

Scalp Care Brand

Remote - Mumbai

Achievements/Tasks

- Lead marketing strategy and budget planning across short-term sprints and long-term goals.
- Manage a multidisciplinary team spanning design, social, content, and influencer verticals.
- Plan and execute campaigns across ads, influencers, branding, and digital channels.
- Ensure smooth marketing ops, team coordination, and on-brand execution end to end.

PERSONAL PROJECTS

Emiway Bantai Live Concert

- Leading first ever solo project teaming up with an event company, planning & executing their event in Pune

Wine Festival

- Marketing & creating Navi Mumbai's first wine festival ever

Akash Guta Live (Stand-up Comedy)

- Event production & management for an annual college festival

SD FOSTERS

LETTER OF RECOMMENDATION

This letter is to recommend Mr. Sanjit Pasi.

We had a privilege of working with Sanjit from October 2018 to November 2019.

He has done a remarkable work as **Lead Project Manager** for us in:

- Managing after sales client relationships
- Project management (offline and online)
- Co-ordinate daily operations
- Planning/Producing offline event activities

Sanjit came across extremely energetic and full of life. His personality was not only magnetic but inspiring to me and those around him. He took on task both hard and difficult and was always first to volunteer. His initiative, hard work, creativity and ability to work well in a group environment was extremely impressive and a breath of fresh air.

I highly recommend Mr. Sanjit Pasi and believe he can impress others with his work.

Best Wishes,



Sairaj M.
Marketing Manager

Certificate

OF COMPLETION

Digital Deepak

THIS CERTIFICATE IS AWARDED TO

Sanjit Pasi

IN RECOGNITION OF

successful completion of "Google Ads Masterclass"

Deepak Kanakaraju
Deepak Kanakaraju

 **PIXELTRACK**

Certificate of Competency

This is to certify that

Sanjit Pasi

has been awarded Competency in MyCaptain's **Social Media Content Creation Course**

Sanjit Pasi was guided by Captain Shashank Shekhar and they undertook the following projects in the same:



Create a Content



Record your first Podcast



Script your First YouTube

For the month of February 2021

We wish you all the best for your future endeavours



Sameer Ramesh
(Chief Product Officer)

Certificate ID:
11B3LIQORZG0G

Course ratified by



3rd Floor, Classic Arena, Hosur Rd, AECS
Layout - A Block, Singasandra,
Bengaluru, Karnataka 560068

Contact :
support@mycaptain.in
1800 121 676767

To: Whomsoever It May Concern

Subject: Letter of Recommendation for **Sanjit Pasi**

MyCaptain, an initiative by an NSRCEL, IIM Bangalore incubated company, is an online Learning platform awarded by the SDSN as one of the Top 50 youth led solutions working on Quality Education & Decent work and economic growth.

It is with great pleasure that I recommend Sanjit Pasi , on the basis of the performance in the MyCaptain Social Media Content Creation Workshop in the month of February, 2021. Sanjit Pasi performed extremely well during the workshop and showed excellent skills as seen in the Project submissions and participation in the regular activities. As the mentor, I have seen that in every Live video class session, Sanjit Pasi was very participative and always willing to learn and enhance skills in every aspect. Sanjit Pasi is always willing to put forth a unique approach for the Projects that are assigned, while also adhering to the guidelines and rules.

With this, I would take this opportunity to wish Sanjit Pasi , all luck for future endeavors and hope for a bright future ahead.

Kind Regards,

Shashank Shekhar

Mentor **Social Media Content Creation Workshop**

Certificate of Competency

This is to certify that

Sanjit Pasi

has been awarded Competency in MyCaptain's **Marketing and Advertising Course**

Sanjit Pasi was guided by Captain Jayateerth Kulkarni and they undertook the following projects in the same:



Design your Ad



Customer Persona



Market Survey

For the month of March 2021

We wish you all the best for your future endeavours



Sameer Ramesh
(Chief Product Officer)

Certificate ID:
NHTF5L36HD2J

Course ratified by

 TM

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With this, I would take this opportunity to wish Sanjit Pasi , all luck for future endeavors and hope for a bright future ahead.

Kind Regards,

Jayateerth Kulkarni

Mentor **Marketing and Advertising Workshop**

Experience & Relieving Letter

Date: 02.05.2023

TO WHOMSOEVER IT MAY CONCERN

We are pleased to write this letter to inform you that the applicant named **Sanjit Pasi** had been working for **AvenDATA Technology Pvt Ltd**, in his capacity as **Social Networking Executive** from **05.09.2022 till 04.04.2023**.


During his tenure in the office with our organization, he participated in performing the work with determination. As we observed, he was an active and very qualified person, and he could perform all assigned tasks effectively.

Moreover, **Sanjit Pasi** demonstrated excellent behavior and attitude during his service with us. We found him to be reliable and sociable. He was also a pleasant person to talk and work within a team.

His decision to leave our organization was his sole decision; however, we wish him all the best.

Sincerely,

Sursingh Bandor
Managing Director



AvenDATA Technology Pvt Ltd