

# Shreya Amrute

Digital Marketing Executive

## PERSONAL PROFILE

Well informed with the latest digital trends and a keen interest in social media marketing. Ability to learn things quickly and work in a team.

## CONTACT DETAILS

- Mobile no - 7776946881
- Email ID - shreyaamrute123@gmail.com

## SKILLS AND ABILITIES

- Social Media Management
- Social Media Post Creation
- PowerPoint Presentation
- Canva Designing
- Microsoft Excel
- Fast learner
- Team player

## OTHER SKILLS

- Performed some blogs
- Social media posts

## ACADEMIC PROFILE

- Advanced Digital Marketing (2023)  
Digital Bizware Institue
- Bachelor of Commerce (2022)  
BK Birla College of Arts, Science and Commerce
- MS CIt  
Viddya Computer Institute

## EMPLOYMENT HISTORY

### Digital Marketing Executive

The Butterfly Effect Studio | Nov 2024 - July 2025

- Handling and maintaining social media accounts for multiple clients across Facebook, Instagram, Twitter, LinkedIn, Pinterest, Google My Business (GMB), and YouTube.
- Creating social media calendars and strategies building.
- Coordinating with designer teams and sharing ideas.
- Planning, scheduling, and publishing content across platforms using Meta Business Suite.
- Editing and designing quality reels, graphics, and social media creatives using Canva.
- Organizing and managing content banks in PowerPoint.
- Creating monthly social media performance reports using PowerPoint, analyzing key metrics such as engagement rates, reach, impressions, and follower growth.
- Creating new social media accounts, ensuring proper branding, profile setup, and content strategy to maximize visibility and engagement.
- Managing Meta Ads campaigns.
- Managing and optimizing personal LinkedIn accounts for clients, framing professional content, optimizing profiles, and implementing networking strategies to improve visibility and connections.

### Social Media Marketing Executive

Prontosys IT Services | Feb 2024 - Sept 2024

- Managed and handled social media platforms of India and UAE based clients (eg. Facebook, Instagram, Twitter, LinkedIn, Pinterest, GMB, Youtube)
- Hands on social media management tool for scheduling and posting - Kontentino Software and Meta.
- Created engaging monthly content and analyzed social media strategies to optimize content.
- Co-ordinating with sales team to create advertising content as per requirement.
- Reporting and analyzing monthly reports of all social media platforms,