



YAKSHITA THAKAR

Social Media Manager

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ABOUT ME

Social Media Marketing Executive with 2 years and 10 months of experience driving Brand Engagement and visibility through Strategic Content Creation and effective Project Management. Expertise in Brand Management and running impactful Paid Advertising campaigns enhances the ability to connect with diverse audiences. Passionate about leveraging innovative marketing solutions to achieve measurable results and foster customer loyalty.

EXPERIENCE

- AD360** **Social Media Marketing Executive [April, 2024 - August, 2025]**
 - Developed engaging content.
 - Managed resources, timelines, and deliverables efficiently.
 - Developed comprehensive content calendars for brands.
 - Managed the creation and deployment of paid social media advertising.
 - Maintain and manage the company's social media profiles
 - Researched competitors' activity on social media platforms for insights into best practices.
- Sahyadri Fresh** **Social Media Marketing Intern [August 2022 - November 2023]**
 - Developed engaging content and visually appealing designs.
 - Optimized social media advertising using Facebook.

EDUCATION

- Advanced Digital Marketing**
PIIDM
- MCA**
MIT World Peace University
- BCA**
Ajeenkya D Y Patil University

SKILLS

- Content Creation • Strategic Planning & Alignment • Brand Management • CRM Tools
- Performance Reporting • A/B Testing • Social Media Marketing • Product Launch
- Advertising Campaign Management • Targeted Audience Engagement • Content Research
- Project Management • Social Media Account Management • Calendar Management & Creation

CERTIFICATIONS

- Advanced Digital Marketing Program PIIDM
- Certified in Google Search Ads