

PERSONAL PROFILE

Social Media and Content Marketing professional with experience in film marketing, content syndication, social media management and client servicing across entertainment and media brands. Skilled in content planning, audience engagement, AI-assisted content ideation and brand communication with a passion for storytelling and entertainment marketing.

WORK EXPERIENCE

Social Media Executive

Full Stop Entertainment | May 2025 – Feb 2026

- Managed social media accounts for SuperPark, The Game Palacio Events, Trueganic, Beiruna and Chica.
- Led content ideation, planning and execution aligned with brand goals.
- Utilized AI tools to support content ideation, research, social media content development and day-to-day workflow efficiency
- Handled client servicing, content approvals and feedback coordination.
- Managed content calendars and timely publishing across platforms.
- Collaborated with creative teams to deliver engaging content.
- Monitored social media performance and audience engagement.

Accountant (Freelancer)

Sai Krupa Distributors | July 2024 – April 2025

- Maintained financial records and managed day-to-day accounting activities using Excel.
- Tracked transactions and prepared reports while ensuring accuracy in financial documentation.

Executive – Content Syndication & Marketing

Carnival Motion Pictures | Aug 2023 – Jun 2024

- Coordinated with production houses, partners and internal teams for content syndication and marketing.
- Supported film marketing initiatives through social media marketing, PR coordination and brand integrations.
- Reviewed scripts and provided creative inputs for content development and audience engagement.
- Assisted in film planning and cross-functional coordination for marketing execution.

Production Assistant Intern

Orange Elephant | Jun 2022 – Aug 2022

- Assisted in producing ad films for Lunch Box India and the short film Rat in the Kitchen.
- Coordinated cast, crew and other departments during pre-production and shoots.
- Conducted location recce and managed on-ground production activities.
- Translated scripts from Marathi to English for production support.

EDUCATION

MBA – Media & Entertainment

Whistling Woods International, Mumbai (2021–2023)

CGPI : 6.73

M.L.Dahanukar College Of Commerce

Bachelor of Mass Media (BMM) (2018–2021)

CGPI : 8.26

SKILLS

- Social Media Management
- Content Strategy & Planning
- Client Servicing
- Content Syndication
- Film Marketing
- Canva
- Microsoft Excel