

Filoni Panchal

BRAND EXECUTIVE | ACCOUNT EXECUTIVE | MARKETING EXECUTIVE

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 Filoni Panchal

 Mumbai

 <https://canva.link/vzixnuwe2svul9e>

SUMMARY

BAMMC graduate with 9 months of agency-side experience in social media marketing, content strategy, campaign ideation, and brand communication. Experienced in managing content for hospitality, food, and lifestyle brands, with exposure to campaign planning, launch strategies, and audience engagement. Strong communicator with leadership experience and a keen interest in brand management and marketing.

EDUCATION

M.L. Dahanukar College of commerce
(Autonomous)

Bachelor's Degree- BAMMC

Shri Narsee Monjee College of
commerce and economics
Junior College- COMMERCE

SKILLS

- Social Media Marketing
- Content Strategy
- Campaign Planning
- Brand Communication
- Community Management
- Content Creation
- Client Servicing

TOOLS & PLATFORMS

- Canva
- VN Editor
- Instagram Insights
- LinkedIn
- Meta Business Suite

WORK EXPERIENCE-

Social Media Executive Intern | Pinky Promise Media Services Juky 2025 – March 2026

Worked on social media marketing, content creation, and campaign ideation for multiple client brands like-

Raksha Hospitality

- Managed end-to-end social media content creation, editing, and posting
- Planned monthly content calendars aligned with brand goals and events
- Conceptualized campaign and content ideas to improve engagement and visibility
- Worked on maintaining a premium and consistent digital brand presence

The Talking Spoons

- Contributed to launch campaign planning and content strategy for brand visibility and audience engagement.
- Assisted in developing promotional concepts to increase brand awareness and outlet footfall.
- Developed content ideas positioning the brand around house parties and indoor celebrations
- Designed and curated Instagram feed aesthetics aligned with the brand identity.

Aabharan Shringar

- Shot, edited, and managed content for the brand's social media platforms
- Assisted in maintaining visual consistency and audience engagement
- Supported digital content execution

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LANGUAGE SKILLS

- English
- Hindi
- Gujarati

EXTRACURRICULARS

Soni's School of Garba Dance (UNESCO AFFILIATED) - 2023-2026

Garba Instructor

- Led student batches and coordinated training sessions for large groups.
- Managed communication and engagement with students, parents, and event attendees.
- Supervised volunteers and assisted in organizing performances and events.
- Developed public speaking, leadership, team management, and audience engagement skills.

Creative & Performance Experience

- Acted in multiple college short films, music videos, and advertisement projects
- Experienced in on-camera performance, creative collaboration, and visual storytelling
- Worked as a Radio Jockey for a college media project, developing communication and presentation skills

ADDITIONAL ACADEMIC PROJECTS

Coffreak – Brand Development Project

- Conceptualized and developed a youth-focused beverage brand identity
- Worked on brand positioning, campaign ideas, and social media communication
- Designed visual branding elements including logo, packaging concepts, and promotional creatives
- Created advertisement creatives across multiple formats including billboards, transit media, and digital promotions using Photoshop
- Developed marketing concepts focused on audience engagement and brand recall