

# KSHITIJ BHIDE

## Paid Social Media Manager and communication Head

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### EXPERIENCE

#### Paid Social Media Manager and communication Head

##### Sukrut Creations

📅 05/2021 📍 Location

- Research and organize sources and information
- Collaborate and brainstorm with the team for new strategies and ideas
- Write well-researched and keyword-driven content to boost organic traffic
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Monitor SEO and web traffic metrics
- Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, design tools and applications

#### Social Media Manager

##### Full House media and entertainment

📅 05/2020 - 05/2021 📍 Pune

- Produce high-quality blog posts on industry-relevant topics and address user queries in detail
- Write a wide variety of topics for podcasts, e-books, websites, blogs, social media, case studies, whitepapers, banners, etc
- Manage media relations and develop contacts with media members, influencers, and community leaders
- Assist in the creation of digital, video, audio and print content
- Track engagement across various platforms and make data-driven decisions
- Manage presence at industry events, trade shows, and conferences
- Analyze customer expectations according to past social media activity
- Develop social media campaigns
- Keep an eye on social media trends

#### Digital Marketing Manager

##### Zen Live Media

📅 09/2019 - 03/2020 📍 Mumbai

- Designing and overseeing all aspects of our digital marketing department including our marketing database, email, and display advertising campaigns
- Developing and monitoring campaign budgets
- Planning and managing our social media platforms
- Preparing accurate reports on our marketing campaign's overall performance
- Coordinating with advertising and media experts to improve marketing results
- Identifying the latest trends and technologies affecting our industry
- Evaluating important metrics that affect our website traffic, service quotas, and target audience
- Working with your team to brainstorm new and innovative growth strategies
- Overseeing and managing all contests, giveaways, and other digital projects

#### Seo and Social Media Executive

##### My Mahanagar

📅 05/2018 - 08/2019 📍 Mumbai

- Developing engaging social media strategies
- Managing social media platforms of the organization
- Scheduling social media posts
- Engaging followers with regular company updates
- Creating brand awareness to gain audience attention
- Overseeing Social Media teamwork
- Responding to the comments on social media on time
- Creating paid social media campaigns for advertising
- Monitoring social media metrics and ROI
- Adding Schema, tags, Meta tags, URL

### SUMMARY

Social Media Manager & Content writer • To leverage my marketing and social media management experience to help grow the brand's presence and engagement on social media platforms. To utilize my skills in creating engaging content and campaigns that will increase brand awareness, website traffic, and customer loyalty.

### KEY ACHIEVEMENTS



#### Increased Brand Engagement

Boosted brand engagement by 30% through new content strategies.



#### Enhanced Web Traffic

Generated 50% more web traffic using targeted campaigns.



#### Improved Ad Spend Efficiency

Optimized ad spend, increasing ROI by 20%.



#### Led Successful Campaigns

Executed 15 successful promotional campaigns in one year.

### TRAINING / COURSES

Hsc

Hsc

## EXPERIENCE

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### SEO Executive

#### Marathe Infotech Pvt Ltd

📅 03/2014 - 05/2018 📍 Mumbai

- Conducting on-site and off-site analysis of web SEO competition
- Using Google Analytics to conduct performance reports regularly
- Creating high-quality SEO content
- Assisting with blog content
- Leading keyword research and optimization of content
- Keeping up-to-date with developments in SEM

## EDUCATION

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### Diploma in Digital Marketing

#### Softpro Digital marketing

📅 01/2013 - 12/2013 📍 Location

- Training institute ()

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### Diploma in Google Adwords

#### Softpro Digital marketing

📅 01/2013 - 01/2013 📍 Location

- Analytics from
- Softpro Digital marketing ()

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### Diploma in Web designing

#### Aura institute

📅 01/2012 - 01/2012 📍 Location

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### Diploma in Animation

#### Image Institute

📅 01/2009 - 01/2011 📍 Location