

VINEETA MANDAL

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Seeking a dynamic position as a Social Media Manager, where I can utilize my strategic planning, creative content development, and audience engagement skills to enhance the company's online presence and drive its growth towards achieving its goals..

Profile Summary

I am a Social Media Manager with 4.5 months of hands-on experience in managing social media campaigns, content creation, and audience engagement. I have quickly developed a keen understanding of digital marketing strategies and have successfully increased brand awareness and engagement metrics. Currently honing my skills in managing social media accounts for a growing brand.

1. Content Creation and Curation

2. Trend Awareness and Adaptability

3. Web - Searching

4. Graphic design/Video Editing

5. Analytical Skills

6. Relationship Building/Communication

Work Experience

July 2022 - July 2024 with Rajesh Digital

Position: Social Media Manager

Role:

- Develop and curate visually appealing content to showcase the photography service.
- Implement social media strategies to boost brand visibility and attract clients.
- Interact with followers, manage inquiries, and maintain a positive online presence.
- Plan and execute social media campaigns to generate leads.
- Monitor and optimize social media performance based on data insights.
- Ensure content aligns with the brand's voice and image.
- Work with creative teams to align content with the brand's vision.

July 2021 to July 2022 with DGTLmart Pvt. Ltd.

Position: Social Media/ SEO Executive/ Manager

Role:

- Track brand mentions, trends, and competitor activities to optimize social media presence.
- Collect and report on social media performance metrics to evaluate success and suggest improvements.
- Develop and execute strategies to acquire high-quality backlinks to improve site authority.
- Collaborate with web developers to ensure the site is optimized for crawling and indexing by search engines.
- Address challenges and obstacles as they arise, finding quick and effective solutions.
- Lead and manage employees, ensuring smooth daily operations and alignment with company goals.

Aug 2019 to Nov 2020 with BarcodeIP

Position: Business Development Executive

Role:

- Research and identify potential foreign clients using web data and business databases.
- Craft and send targeted emails to potential clients, introducing the company's services and generating interest.
- Gather and analyze data on prospective clients to tailor outreach efforts and identify their needs.
- Manage follow-up communication with prospects to nurture leads and build relationships.
- Maintain and update client information and interactions in the company's CRM system.
- Track and report on the success of email campaigns and client responses to adjust strategies as needed.

Jan 2019 to June 2019 with Damco Solution

Position: Data Processor

Role:

- Input and update data into databases or systems accurately and efficiently.
- Review and correct data to ensure accuracy, consistency, and completeness
- Analyze and interpret data to identify trends, patterns, and insights.
- Organize and maintain data files and records, ensuring they are secure and accessible.
- Conduct regular checks to verify data integrity and address any discrepancies.
- Ensure proper handling of sensitive and confidential information in accordance with data protection regulations.

Internship

Sai Computer Point, India, Faridabad (3 Months)

Acquired foundational skills and knowledge in computer science and information technology practices.

Role:

- Technical Skills: Gained foundational knowledge in computer science and IT.
- Teaching: Educate students on IT concepts, programming, and software development.
- Curriculum Development: Assist in creating and updating course content.
- Student Support: Provide academic help and mentorship to students.
- Classroom Management: Manage classroom activities and maintain discipline.
- Administrative Tasks: Handle grading, record-keeping, and scheduling.

Education

Degree/Education Level	Course Name	College/School	University/Board	Year
Post Graduation	MCA	DAV. IMT	MDU	2020
Graduation	BCA	KL Mehta Dayanand	MDU	2018
Intermediate	12TH	Mahadev Desai Sr. Sec. School	HBSE	2015
High School	10TH	Shraddha Mandir High School	HBSE	2013

Personal Details

Date of Birth: 5 September, 1997
Mailing Address: Hno.95 gali no. 6 hanuman Nagar Kheri Road Old Faridabad Haryana
Languages Known: English & Hindi
Marital Status: Unmarried
Father's Name: Mr. Visheshwar Mandal