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|  |  | **Snehal Pednekar** | | | | | | 4, jyotiba utkarsha mandal, sunderbaug,  asalpha village, Ghatkopar west, 400083 •  9892512742 •  Snehal.pednekar00@gmail.com •  linkedin.com/in/snehal-pednekar • | |  |  |
|  | Digital marketing | | | | | |
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|  | **SUMMARY** | |  | | | | | | | | |
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|  | An organized and creative fresher with proven marketing skills and a desire to learn more. I am aiming to leverage my knowledge base; specific skill sets and experience to become a Professional to make a career in a leading firm where my skills and knowledge would be an asset. | | | | | | | | | | |
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|  | **PROFESSIONAL EXPERIENCE** | | | |  | | | | | | |
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|  | **EAZR DIGIPAYMENTS PTV LTD. – Powai, Mumbai**  *Social media marketing executive, February 2022- ongoing*   * Planned marketing strategies and campaigns by understanding companies needs and goals. * Managed various social media platforms like Instagram, Facebook, twitter, LinkedIn. * Created organic company content nested within relevant events and trending topics. * Analysed and reviewed the effectiveness of the campaigns in an effort to maximize the results of the engagement.   **MyPlaques – Ghatkopar, Mumbai**  *Social media management intern, November 2021–January 2022* | | | | | | | | | | |
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|  | * Customer service through social media platform like Instagram, Facebook, and WhatsApp * Co-operating with team to planning digital campaigns to build community online * Initiated a series of marketing campaigns including email, print, digital, and social media * Crafted concept and content for journal ads, direct mail campaigns, and blogs | | | | | | | | | | |
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|  | **UNIVERSAL TRIBES – work from home**  *Sales and marketing intern, September 2021–October 2021* | | | | | | | | | | |
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|  | * Leads and sales generated through interacting with potential customers for demonstration and presentation * Kept abreast with the latest publication marketing strategies and developed new social media campaigns to increase brand influence * Discovered, negotiated, and secured new relationships with local organizations. | | | | | | | | | | |
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|  | **EDUCATION** | | |  | |  | **ADDITIONAL SKILLS** | |  | | |
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|  | **Mumbai university**  *Bachelor of commerce, pursuing*  **Patkar-varde college**  *HSC passed in commerce* | | | | |  | * Ms office, Google sheets, Google docs * Google Analytics, Meta business suite * Social Media Management * Digital marketing * Canva, Inshot, basic photoshop. | | | | |
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