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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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