Shreyas Deshmukh

CONTACT

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OVERVIEW

Champion of social media tools and technologies, with a track record of creating and implementing successful social media programs. Working closely with the team and the clients to create effective campaigns.

A regular social media faculty at Learning Catalyst, an institute in Mumbai. I was a guest lecturer at HR College, Mumbai and Sakal International Learning Centre, Pune to deliver a lecture on social media.

I am in the social media teams and drive the social media channels for SMWBangalore, SMWMumbai (Social Media Week Editions), TEDxGateway (Mumbai) & More Than HR Global (MTHRG).

I have 4 years+ experience in the social media space, online reputation management, content development, ideating campaigns, strengthening client relationships, brand building, brand awareness, crisis management, social media analytics and metrics. I am proficient with tools like Radian6, Simplify360, LocoBuzz, Germin8, Buffer, Nuvi, Hootsuite, Tweetdeck and more.

WORK EXPERIENCE

Hungama Digital Services (A WPP Group Company) — March 2016 — Present

Assistant Manager - Social Media

Responsibilities:

- Spearheaded a team of 2, overlook their work and share my feedback to help them grow.
- Develop, manage, execute, assess - content, ORM, campaigns for the brands I handled.
- Effectively drive brand awareness, engagement and traffic to social media pages.
- Achieve a strong, visible social media presence and develop concepts with viral potential. Continuously monitor online public relations and ensure the success of client programs.
- Assess social media marketing campaigns to determine rate of return. Identify and tap into new channels to optimize ROI and fuel revenue growth.
- Interact with the client, take proper briefs and execute it.
- Attend client meetings.
- Contribute to social media pitches.

Brands handled: Singapore Tourism Board, Mahindra 4 wheelers, Kansai Nerolac Paints, TATA Pravesh Doors, Qyura.

LIQVD ASIA — April 2015 — February 2016

Social Media Strategist

Responsibilities:

- Social Media Strategy along with Social Media Monitoring.
- Ideate, strategize & execute strategies for social media activities & campaigns.

• Content Development for the brands, campaigns & pitches.

• Executing content by studying analytics on all SM platforms & running activities on Facebook, Twitter.

• Running & creating ads on Facebook & Twitter.

• Writing blogs.

• Making case studies for award entries.

Brands handled: Celkon Mobiles, Legrand, Optimum Nutrition, BSN, Gas Jeans, Mufti Jeans, RR Kabel, GMAC (GMAT & NMAT), Indiabulls Home Loans, DMTI, Sukhwinder Singh.

Ashnik Technology Solutions Pvt. Ltd — November 2014 — February 2015

Manager- Marketing & Social Media

Responsibilities:

- Deduce content strategy
- Build and deliver marketing campaigns across email and social media
- Analyze campaigns and make relevant recommendations to help improve conversion and sales Shoot emails using Mailchimp
- Google Analytics & Google Adwords
- Responsible for lead generations & management through marketing & SM channels Conducting Google Hangouts
- Website Management

digitalF5 — September 2014 — November 2014

Social Media Strategist

Responsibilities:

- Social Media Strategies along with Social Media Monitoring.
- Ideate, strategize & execute strategies for social media activities.
- Content Development for the brands.
- Executing content by studying analytics on all SM platforms & running activities on Facebook, Twitter.

Brands handled: Max Fashions India, Vox Pop Clothing

Rediffusion Y&R (A WPP Company) — May 2013 — August 2014

Associate - Social Media

Responsibilities:

- Managed Online Reputation Management for **Tata Sons (Corporate)** for the social media & mainstream media space.
- Monitor day-to-day activities using Radian6.
- Crisis Management: Providing deep-dive insights about the situation & negative mentions.
- To provide timely daily reports along with sentiment wise data classification Tracked & highlighted complaints/queries related to the brand.

Digital L&K Saatchi and Saatchi — October 2012 — May 2013

Social Media Executive

Responsibilities:

- Managed social media channels.
- Ideate, strategize and executed strategies for the brands Content Development.

- Content Seeding.
- Online Reputation Management.

Brands handled: Parle-G, Pune Warriors India, Muthoot India, Indian Terrain, CSIA Mumbai, Tata Capital, Lavasa Community, Godrej Interio

QUALIFICATIONS

- Advanced Diploma in Cyber Laws from Asian School of Cyber Laws- 2014
- Holder of Professional Diploma in Digital Marketing (PDDMP) from Digital Marketing Institute (DMI), Ireland- 2013

ACHIEVEMENTS

- A regular social media faculty at Learning Catalyst, an institute in Mumbai.
- Guest lecturer at HR College, Mumbai and Sakal International Learning Centre, Pune to deliver a lecture on social media.
- Part of Social Media Team for ASCENT Conclave 2016.
- Part of Social Media Team for BlogAdda's Annual Event- #WIN15
- Part of Influencer marketing campaigns for brands like MRF, Gillette, Quikr, Tata Capital, etc...
- As I tweet on technology, I was invited by ShopCJ (Earlier Star CJ) to come & review the iBall Brace X1 Tablet. Was live on TV as a technology expert to talk about the gadget on May 6th, 2015.
- A member of Social Media Teams for SMWBangalore, SMWMumbai (Social Media Week Editions), TEDxGateway (Mumbai) & More Than HR Global (MTHRG).

EDUCATION

Bachelors in Journalism & Mass Communication (BAJM) — June 2014 — June 2017

Sikkim Manipal University

Pursuing BAJM from Sikkim Manipal University

REFERENCES

References available upon request.