



Sudra Aaditya L.
M.A.C.J (Media Management) ,B.M.M (Advertising)
Digital Marketing Expert & Freelancer

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COVER LETTER

With my diverse work history, I offer the ability to think outside the box. Let me show you the tremendous advantage I can consistently bring to your business.

My skills include Digital Marketing, Marketing Strategies, Response Management, Relationship Building, Web and Graphic Design production, and unique ideas. I create awareness and results through captivating campaigns.

In addition, my freelance projects have allowed me to work independently with various company department personnel. My long-term goal is to contribute to the success of a larger business with a sense of accomplishment and room for advancement.

I can implement solutions for you that anticipate client's needs in an effort to satisfy them and solve their problems.

CAREER CONTOUR

- A Master's degree in Communication & Journalism (Media Management with close to 5 years of combined experience in Digital Marketing, Web & Graphic Designing, Photography and Video Editing.
- Previously Developed concepts, created content pieces, supervised layouts and designs, Managed social Media like Facebook & Twitter for **Sule Vineyards, Kadu India, Indian Dental Association, Edelweiss.in & Squarefoot Floorings India.**
- Worked on many freelance projects under the name of **elementFX** since 2011

EMPLOYMENT CHRONICLE

Circus Elephants, Mumbai
Sr. Social Media Executive (Nov'17/ Jan' 18) **3 Month**

Key Responsibility Areas

- ✓ Social Media Platform Audit
- ✓ Strategizing campaigns for clients
- ✓ Manage Social Media For Clients
- ✓ Response Management on Social Media
- ✓ Monthly and Weekly report of Social Media

Indian Dental Association.
Digital Marketing Manager (Feb'15/Nov'17) **33 Months**

Key Responsibility Areas

- ✓ Managing online reputation of Indian Dental Association & it's initiatives
- ✓ Strategizing and Executing Online Communication of the company
- ✓ Conducting Social Campaigns on Ad Words & Facebook.
- ✓ Preparing Weekly, Biweekly & Monthly Report.
- ✓ Managing SMS & Email Marketing campaigns
- ✓ Selling web space on IDA's websites
- ✓ Off page activities for IDA's websites
- ✓ Marketing plans for IDA's Publication & Catalogue Dept.

Burosys Furniture Pvt. Ltd.**Online Communication Manager (May'14/Feb'15)****9 Months****Key Responsibility Areas**

- ✓ Maintenance of Burosys website. <http://www.burosys.com>
- ✓ Onpage & Offpage SEO activity on Burosys website.
- ✓ Managing Listing of product on Alibaba.com
- ✓ Composing & Designing e-Mailers for Clients, Dealers & Architects.
- ✓ Creating 3D Animation & videos of products.
- ✓ Running Campaigns on Social Media Platforms

iMz Media Solutions.**Social Media Marketing Expert(Feb'14/May'14)****3 Months****Key Responsibility Areas**

- ✓ Managing Social Media reputation of Square Foot India, Anunta, and Budli.in
- ✓ Managing visual content on Social Platforms like Facebook, Twitter, Pintrest and YouTube
- ✓ Run Social Campaigns on Ad Words & Facebook.
- ✓ Preparing Weekly, Biweekly & Monthly Report for the Client.
- ✓ Rebranding of iMz Media Solutions.

Edelweiss Broking Ltd.**Digital Communication Associate(May'13/Sep' 13)****5 Months****Key Responsibility Areas**

- ✓ Planning, executing, and monitoring visual content on Social Platforms like Facebook, Twitter and YouTube.
- ✓ Run Social Campaigns to get traffic on Product (Edelweiss Mobile Trader) Landing Page to increase downloading rate.
- ✓ Increase number of likes on Facebook page and followers on twitter page of Edelweiss.
- ✓ Shoot, edit & upload the video of weekly market report called 'Edelstar' on YouTube and share it with clients. Watch Video at: <http://www.youtube.com/watch?v=GFFD6r2q28>
- ✓ Assisting in creation of product based microsites, Landing Pages, content ecosystems & social media engagement techniques for the client.
- ✓ Developing concepts and scripts for tutorial video series for Edelweiss Trading Platforms to be promote on Social Media.
- ✓ Preparing Weekly reports of performance on Facebook & Twitter.

OTHER ACTIVITY**Prahladrai Dalmia Lions College of Commerce & Economics****Digital Marketing Faculty (June'16/ Jan'16)****7 Months****Key Responsibility Areas**

- ✓ Taking lectures for SYBMM Students and make them aware about digital marketing as per the syllabus
- ✓ Designing question paper & conducting test
- Educating students about various software for Audio & Video Editing, Website Designing & Digital Marketing

SS & LS Patkar College, Mumbai**Digital Marketing Faculty (June'17/ Dec'17)****6 Month****Key Responsibility Areas**

- ✓ Taking lectures for SYBMM Students and make them aware about digital marketing as per the syllabus
- ✓ Designing question paper & conducting test
- Educating students about various software for Audio & Video Editing, Website Designing & Digital Marketing

ACHIEVEMENTS

- ✓ Won **3rd place in Best Photographer** in the media festival called **Ekah 2013** conducted by Department of Communications & Journalism, University of Mumbai.
- ✓ Won **Best Project of Ad-Mixing** in the class (*MACJ Sem 1*).
(To watch click: <http://youtu.be/nPDSQvD6P0o>)
- ✓ Participated in "Mediatainment- 2009-10" event organized by Patkar College (B.M.M. Section) and won the **Best Music Selected Award** for a documentary on Narmada Bachao Andolan. (to watch click : <http://youtu.be/hxxNQBSKZPA>)

ACADEMICS

- ⇒ **MACJ (Media Management)** from University of Mumbai.
- ⇒ **BMM (Advertising)** from SS & LS Patkar College, Mumbai University. (65%)
- ⇒ **HSC (Commerce Stream)** from Balbharti College, Mumbai. (64.83%)
- ⇒ **SSC** from S.V.P.V.V High School. (54.60%)

ONLINE COURSES

- ⇒ **Digital Sales Certification** from Google Academy
- ⇒ **Digital Analytics Fundamental** from Google Analytics Academy
- ⇒ **Google Analytics Platform Principles** from Google Analytics Academy
- ⇒ **Social Media for SEO** from Digital Vidya via Udemy.
- ⇒ **Marketing On Facebook** from Tree Sixty Academy via Udemy
- ⇒ **Advance SEO: Tactics & Strategy** from MozMoz.com via Udemy
- ⇒ **Online Advertising Simplified** from Udemy

TECHNICAL KNOWLEDGE

- ⇒ Well versed with **Photoshop, Illustrator, InDesign, CorelDraw, QuarkXpress, Captivate, Premier Pro, After Effects, Audition, Sparkol, and Final Cut Pro.**
- ⇒ Can work on Web Designing Languages like **HTML, CSS, HTML5** and **PHP.**
- ⇒ Have expertise in **Digital Media Marketing & Online Advertising.**
- ⇒ Have little experience in **2D & 3D Animation** as well

KEY STRENGTHS

- ⇒ I am an ambitious person and adapt well to different situations and environment.
- ⇒ I can work on most of the computer software and technology.
- ⇒ Well acquainted with languages like English, Hindi and Gujarati.
- ⇒ Hard-working, Positive-minded, Sincere, Responsible, Go-getter & quick learner.

INTEREST AND HOBBIES

- ⇒ To increase my knowledge about new trends of the 21st century and interact with people.
- ⇒ Sketching, coloring, designing greeting cards, editing videos and photos.
- ⇒ Listening to music, photography and watching movies.
- ⇒ Bicycling and Playing Need for Speed on my PC.
- ⇒ Chatting of Facebook with New Peoples

PERSONAL DOSSIER

Present Address : 13th Ramdev Pal Chawl, Iraniwadi Rd 4, Shantosh Ngr, Kandivali (W),
Mumbai - 400067

Marital Status : Single

Date of Birth : 17thSept, 1989

Nationality : Indian

Languages Known : English, Hindi, Gujarati, and Marathi.

AadityaSudra