

DARSHAN DHONGADE

S O C I A L M E D I A M A N A G E R

CONTACT

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SUMMARY

Creative and detail-oriented Social Media Manager with over 2.1 years of hands-on experience in managing and growing multiple social media accounts across various platforms. Skilled in content strategy, audience engagement, creative ideation, and campaign execution. Experienced in coordinating with clients, developing content calendars, analyzing performance reports, and executing shoots. Passionate about leveraging AI tools, automation, and storytelling to elevate brand presence and engagement.

EDUCATION

- BACHELOR OF SCIENCE (MICROBIOLOGY)**
Savitribai Phule Pune University
2020-2023
CGPA: 7.80

SKILLS

- Social Media Management
- Content Strategy
- Canva Designing
- Digital Marketing
- Email Marketing
- Data Analysis
- Communication
- Teamwork
- Photography
- Social Media Automation
- AI Image/Video/Voiceover Generation
- Audience Engagement Content

WORKING EXPERIENCE

- SOCIAL MEDIA MANAGER**
Brand Aura | June 2024 - Present
 - Managed multiple client social media accounts across platforms.
 - Developed and implemented monthly content calendars.
 - Coordinated with clients for approvals, updates, and strategy alignment.
 - Conducted shoots and handled creative ideation for campaigns.
 - Prepared weekly and monthly performance reports.
 - Conducted regular client meetings and brainstorming sessions.
- SOCIAL MEDIA INTERN**
Brand Aura | 1 Jan 2024 - 31 May 2024
 - Assisted in content creation and scheduling.
 - Supported the team in campaign execution and performance tracking.
 - Gained hands-on experience with client management and social media trends.

TOOLS & PLATFORMS

- **Meta Business Suite & Hootsuite** – Manage and schedule posts across platforms to ensure consistent weekly content delivery.
- **Brevo & Interakt** – Execute targeted email and WhatsApp marketing campaigns for customer engagement.
- **Gemini** – Access real-time updates and insights to stay current and accurate in content and strategy.
- **ChatGPT** – Generate content ideas, craft engaging copy, and plan social media strategies efficiently.
- **Leonardo AI** – Create high-quality AI-generated visuals for creative and professional projects.
- **Grammarly & QuillBot** – Maintain grammatical precision and refine content for a professional tone.
- **SEMrush** – Conduct SEO analysis, keyword research, and optimize online content visibility.
- **CopyAI** – Produce creative content variations and enhance writing productivity

PROJECTS

- **ISAS International Beauty School**

Shot and managed content for **Pune Times Fashion Week**.

Profile link : [Instagram Profile](#)

- **Sakal Events**

Covered events such as **Sakal School Olympics**, **Vastu Events**, and **Edu Events**.

Profile link : [Instagram Profile](#)

- **Lokmat Eventful**

Shot and managed major events including Lokmat **Genius World Record** (Yoga Day 2025), **Diwali Pahat** (2024), **Geet Ramayan**, and **Lokmat Marathon**.

Profile link : [Instagram Profile](#)

- **Studium**

Produced and shot **Beyond the Degree** podcast series.

Profile link : [Instagram Profile](#) | [Youtube](#)

WORK PORTFOLIO

(LIVE ACCOUNTS MANAGED)

- **Education & EdTech**

- **Studium:** Managed Instagram & YouTube 'Beyond the Degree' podcast series.

Profile link : [Instagram Profile](#)

- **RV Phonics / Phonics Mantra:** Created engaging content calendars and promoted online courses.

Profile link : [Instagram Profile](#)

- **Learnovate Healthcare :** Managed educational campaigns and analytics.

Profile link : [Instagram Profile](#)

- **British Learning UK:** Executed promotional campaigns and highlighted achievements.

Profile link: [Instagram Profile](#)

- **Events & Media**

- **Sakal Events:** Handled event coverage for School Olympics, Edu Events, Vastu Events.

Profile link: [Instagram Profile](#)

- **Lokmat Eventful:** Covered Yoga Day World Record, Geet Ramayan, Diwali Pahat, Lokmat Marathon.

Profile link: [Instagram Profile](#)

- **Beauty & Lifestyle**

- **ISAS International Beauty School:** Covered Pune Times Fashion Week & managed event highlights.

Profile link: [Instagram Profile](#)

- **Food & Hospitality**

- **Aparant Nonveg:** Handled festive campaigns, reels, and engagement strategy.

Profile link: [Instagram Profile](#)

- **Baokin Official:** Managed brand presence, creative design, and content.

Profile link: [Instagram Profile](#)

- **Health, Fitness & Wellness**

- **iKore Pilates Education:** Created and managed wellness content and promotions.

Profile link: [Instagram Profile](#)

- **Real Estate**

- **Aqura Builders:** Created marketing campaigns and visual storytelling for properties.

Profile link : [Instagram Profile](#)

- **Finance & Insurance**

- **Astonia PW** : Managed finance and insurance content strategy.

Profile link : [Instagram Profile](#)

- **Travel & Stays**

- **Bhurr Technologies:** Managed travel and accommodation promotional content.

Profile link : [Instagram Profile](#)

- **Digital Marketing Agency**

- **Brand Aura** : Handled multiple clients, ideation, and social media reporting.

Profile link : [Instagram Profile](#)

- **Declaration**

I hereby declare that the information provided above is true and correct to the best of my knowledge and belief. I take full responsibility for the accuracy of the details mentioned herein. I am confident that my skills, dedication, and experience will allow me to contribute effectively to your organization. I look forward to the opportunity to prove my capabilities and grow professionally.

Thanks & Regards



Darshan Sandeep Dhongade
Social Media Manager