

# SANGHAMITRA JAGTAP

EDUCATOR | SOCIAL MEDIA STRATEGIST | PAID MARKETING  
SPECIALIST | CONTENT WRITER | CONTENT MARKETING |  
FREELANCER

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## PERSONAL PROFILE

I am currently working as a social media manager and an guest lecturer for different marketing sessions and leveraging my skills and knowledge to help clients navigate their way through marketing campaigns.

## WORK HISTORY

### SOCIAL MEDIA MANAGER | CONTENT MANAGER

GIANTVIEW PVT. LTD. ( 2017 - 2019)

- Oversaw social media marketing strategies and campaigns to drive growth
- Content writing and marketing - Blogs, articles, news, videos, social media.
- Monitored KPI and metrics
- Provided news, entertainment, fashion, global, history, entrepreneurship, digital marketing content for the application 'Rozbuzz' and managed social media strategist.

### EDUCATOR

DIGITAL MARKETING

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## OBJECTIVES

- To achieve an excellent position in digital marketing niche.
- Learn, implement, and grow in corporate environments and help businesses achieve success.

### SOCIAL MEDIA MANAGER | CONTENT WRITER

HATSOFF DIGITAL ( November 2019- July 2021)

- Creating engaging content as per international and domestic client requirements.
- Corporate branding for clients, with blogs and campaigns respective to their industry.
- Social media strategies to improve social media reach and monitoring of online trends.
- Paid ads and organic ways to increase brand awareness and sustainable development with strategies to survive in the market.
- Managing content creation and paid media for social media platforms.
- Handled influencer marketing campaigns and collaborations

### ASSISTANT ACCOUNT MANAGER

WHITE RIVERS MEDIA ( April 2021- June 2023)

- Understanding the requirements of the clients and managing the deliverables.
- Review analytics to assess success and recommend improvements for future ads.
- Develop strategies to increase followership and engagement.
- Researching new concepts and ideas and proposing them to the team and working collaboratively across teams.

## TOOLS

- BUZZSUMO & FEEDLY for Content Ideation/ Research
- FB Ads manager, Google Ads manger, LinkedIn ads - Paid promotion tools
- Wordpress & Magento - CMS tools
- Google keyword planner ,Ubersuggest, SEMRush, Google analytics - Monitoring and SEO
- Creator Studio, Hootsuite , Tweet deck - Content Scheduling
- Canva - Designs

## EDUCATION

Education	Year of Passing	University/Board/Institute	Major Subjects	Percentage/CGPA
Master Of Business Administration	2017	Savitribai Phule Pune University	marketing	62%
Bachelor of Engineering	2015	Savitribai Phule Pune University	Information Technology	60.05% (First Class)
H.S.C	2011	Maharashtra State Board	Science	75.17% (Distinction)
S.S.C	2009	Maharashtra State Board	Science	87.07% (Distinction)

## DIGITAL CERTIFICATION

Fundamentals of Digital Marketing Certificate from Google Digital Unlocked -  
<https://bit.ly/2SApjho>

## RECENT WORK LINKS

### RONNIE SCREWVALA

<https://twitter.com/RonnieScrewvala>  
<https://www.linkedin.com/in/ronnie-screwvala-83133994/>

### VINDU DARA SINGH

<https://www.instagram.com/vindusingh/>  
<https://www.facebook.com/RealVinduSingh>  
<https://www.instagram.com/blueskynailacademy/>

### Jerusalem Mumbai Fest

<https://www.facebook.com/Jerusalem-Mumbai-Festival-107129997519929>  
<https://www.instagram.com/jerusalemmbumbaifest/>

### YCDC

<https://www.facebook.com/ycdcindia>  
<https://www.instagram.com/ycdcindia/>

### Skinduced

<https://www.facebook.com/skinducedworld>  
<https://www.instagram.com/skinducedworld/>

### Rodium

<https://www.facebook.com/RodiumRealty>  
<https://www.instagram.com/rodiumrealty/>

### Zee Live

<https://www.instagram.com/supermoonhq/>

### Sony Entertainment Television

<https://www.instagram.com/sonytvofficial/>

### Gangar EyeNation

<https://www.instagram.com/gangareyenerationofficial/>

### Times Network

<https://www.instagram.com/mnplustv/>  
<https://www.instagram.com/romedynow/>  
<https://www.instagram.com/mnxfmovies/>

### Nehaa Deepak Gupta

<https://www.facebook.com/imcoachneha>  
<https://www.instagram.com/icoachneha/>

### INIFD

<https://www.facebook.com/puneinifd>  
<https://www.instagram.com/inifddeccan/>

### BHAGWAN COLLECTIONS

<https://www.instagram.com/bhagwancollections/>  
<https://www.facebook.com/BhagwanCollections>

### PANCHSHEEL ORGANICS

<https://www.instagram.com/panchsheelorganicsltd/>  
<https://www.facebook.com/panchsheelorganics/>

### Few Blogs

- <https://blog.hatsoffdigital.com/5-mistakes-content-writers-shouldnt-make-in-2021/#>
- <https://blog.hatsoffdigital.com/the-clubhouse-hype-why-should-your-brand-be-present-on-social-audio-apps/>
- <https://blog.hatsoffdigital.com/virtual-influencers-the-future-of-influencer-marketing/>
- <https://www.me2tech.com/make-every-moment-musical-with-the-roliblocks/>
- <https://www.geeetech.com/blog/2018/01/did-you-know-that-3d-printing-could-save-lives-find-out-how/>

## FREELANCE SOCIAL MEDIA

### Yearbook canvas

<https://www.facebook.com/Yearbookcanvas>  
<https://www.instagram.com/yearbookcanvas/>

### Empoweress

<https://www.facebook.com/WeAreEmpoweress>  
<https://www.instagram.com/weareempoweress/>

### Ask Laser

[https://www.instagram.com/ask\\_laser/](https://www.instagram.com/ask_laser/)

### GrowLoc

<https://growloc.com/>