



Pratham Shivram Sawant

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ABOUT ME

- I hold a Bachelor of Management Studies (B.M.S.) degree specialising in Marketing, supported by a robust academic background.
- I bring practical experience gained during my tenure at a reputable Marathi News Channel, Lokshahi Marathi, a Marketing Consultancy firm, Neeti Brand Accelerator, and a Sports Booking firm, Book Your Slot, operated by Mechcity Pvt. Ltd.
- Currently, I serve as a Freelance Account Management Executive at Dentsu Creative. My professional journey reflects a strong foundation in Marketing with a focus on digital strategies and execution.

WORK EXPERIENCE

11/03/2024 – CURRENT Mumbai, India

FREELANCE ACCOUNT MANAGEMENT EXECUTIVE DENTSU CREATIVE

- Formulating content strategies for social media platforms.
- Executing social marketing initiatives, including paid marketing on various social media channels.
- Collaborating closely with the client to ensure a seamless agency-client experience.

25/09/2023 – 29/02/2024 Mumbai, India

DIGITAL MARKETING ASSOCIATE BOOK YOUR SLOT (MEHCITY PRIVATE LIMITED)

- Formulating content strategies for social media platforms.
- Ethically and strategically extracting data to drive business growth.
- Executing social marketing initiatives, including paid marketing on various social media channels.
- Crafting engaging social media posts and descriptions.
- Collaborating closely with the technical team to ensure a seamless user experience on the application and website.
- Compiling data in an understandable format for data analysis purposes.
- Actively engaging with local sports influencers and sports events to enhance brand awareness and recognition.

26/06/2023 – 23/09/2023 Mumbai, India

TRAINEE MARKETING CONSULTANT (INTERNSHIP) NEETI BRAND ACCELERATOR

- Devising strategies to organically grow the business through the utilization of the website and social media platforms.
- Ethically extracting data to facilitate business growth.
- Executing Email Marketing campaigns by creating compelling emails, images, and offers.
- Collaborating closely with the technical team to ensure a smooth and seamless experience for the subsidiary product, Neeti Bots, a WhatsApp Business API.
- Crafting persuasive social media narratives to drive business growth.

- Conducting data analysis and presenting information in a comprehensible format.
- Active participation in Social Media Marketing and Search Engine Marketing for clients.
- Implementing Search Engine Optimization strategies using tools such as Google Analytics to foster organic website growth.

13/03/2023 – 30/06/2023 Mumbai, India

TRAINEE MARKETING AND DIGITAL (INTERNSHIP) LOKSHAHI MARATHI

- Developing and implementing monetisation strategies for content on the YouTube channel and various social media platforms.
- Assisting the Digital Team in video and sound editing to enhance content effectiveness.
- Implementing YouTube Search Engine Optimization techniques to foster organic growth of the channel.
- Identifying content suitable for the digital ecosystem.
- Crafting concise and compelling narratives for viewers while maintaining fidelity to the source.

● **EDUCATION AND TRAINING**

06/01/2023 – CURRENT Mumbai, India

DIPLOMA IN DIGITAL MARKETING Freelancers Academy

Website <https://freelancersacademy.com/>

07/07/2020 – 17/05/2023 Mumbai, India

BACHELOR'S DEGREE (BMS): BACHELOR OF MANAGEMENT STUDIES Tolani College of Commerce (Affiliated to University of Mumbai)

Website <https://tcc.tolani.edu/>

15/06/2018 – 27/03/2020 Mumbai, India

12TH GRADE - HSC: SCIENCE The Maharashtra State Board of Secondary & Higher Secondary Education, Pune

Website <https://mahahsscboard.in/>

13/06/2017 – 17/03/2018 Mumbai, India

10TH GRADE - SSC The Maharashtra State Board of Secondary & Higher Secondary Education, Pune

Website <https://mahahsscboard.in/>

● **DIGITAL SKILLS**

Google Workspace (Google Drive, Google Sheets, Google Calendar, Google Slides, Google Docs) | Digital Marketing | Microsoft Office (Outlook, Excel, Word, PowerPoint) | Data Analytics | Python Language - Basic knowledge

● **ORGANISATIONAL SKILLS**

Leadership quality

Quick learner

Team player

Problem solving

Critical thinking

● **LANGUAGE SKILLS**

Mother tongue(s): **MARATHI**

Other language(s): **HINDI** | **ENGLISH** | **ITALIAN**

● **HOBBIES AND INTERESTS**

Competitive Swimming

Competitive Football

Trekking

Learning New Skills

History

Health and Fitness

● **REFERENCES**

Dr. Ishtiyaq Chiplunkar, Assistant Professor, Tolani College of Commerce

- **Email: ishtiyaq@tcc.tolani.edu**

Ms. Shalini Clayton, B.M.S. Programme Coordinator, Tolani College of Commerce

- **Email: shalinic@tcc.tolani.edu**

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