DHRUTI   
  
Email ID: [DHRUTI.373609@2freemail.com](mailto:DHRUTI.373609@2freemail.com)

**OBJECTIVE**

Seeking for an opportunity to pursue a highly rewarding career and healthy work environment where I can utilize my skills and knowledge efficiently for the organizational growth.

**SKILLS & ABILITIES**

* Good interpersonal skills
* Excellent communication skills
* Good analytical and problem solving skills

**EDUCATION**

* Bachelor of Mass Media in Advertising (2012)  
  Patkar Varde College, Goregaon
* High secondary certification (2009)  
  Nirmala Memorial Foundation
* Secondary School Certification (2007)  
  St. Anne’s High School

**PROFESSIONAL QUALIFICATION**

* Appeared for IATA/UFTAA Consultant Course Exam (September 2017)
* Diploma in International Airline and Travel Management (from IITC authorized training center for IATA/UFTAA courses)
* Knowledge of Computerized Reservation System (Amadeus)

**HOBBIES**

* Management
* Traveling & Exploring (learning about different countries)
* Internet Surfing
* Social Work
* Exploring new Technologies
* Cooking
* Adventure

**WORK EXPERIENCE**

1. Company name: Weddingz.in

Designation: Relationship Manager

Period: May – June 2017

**Key Role and Responsibilities**

* Handling clients over calls and live chat
* Collecting the clients requirements
* Processing the needs to the operations team
* Filing detailed information about the client
* Providing end-to-end solution

1. Company name: Tonic Media

Designation: Copy writer

Period: March 2015 - February 2017

**Key Role and Responsibilities**

* Client servicing: Approvals from the client for the content, changes according to the feedback, pitching ideas to revamp the brand, etc.
* Written social media content for Unmetro, a DainikBhaskar initiative.
* Handled a B2B German client, MesseMunchen,for the social media platforms namely Facebook, Twitter and LinkedIn for 6 accounts. Also worked on Page-like and post-like campaigns on Facebook.
* Worked on a pitch PPT and also done audits for competitor analysis.
* Written social media content and blogs for the brand Xploree, intent driven keyboard app.
* Understanding of media plans, retainers, budget, etc.
* Handled contests on twitter and shortlist winners for the same.

1. Company name: Step Placements

Designation: Human Resource Executive

Period: From April 2014 to October 2014

**Key Role and Responsibilities**

* Calling the candidates for the enquiry of the job opening PAN India for the Client “Bajaj Electricals Limited”.
* Suiting the appropriate candidate in the given job opening and lining them for the interview schedules.
* Continuous follow-ups from the person’s interview till the date of joining
* Achieve daily targets.

1. Company name: WAT Consult (A Social Media firm)

Designation: Social Media Executive   
Period: from June 2013 to August 2013  
**Key Role and Responsibilities**

* Handled three brands under two verticals, i.e. FMCG: Center Fresh & Mother Dairy and consumer durables: Nikon Cameras
* Social media management on social media platforms like Facebook, Twitter, etc.
* Working closely on digital branding for the company’s clients
* Day-to-day designing and implementing the clients’ content strategy, creating relevant content and designing the campaign for daily updates as well as special notification updates
* Reporting to the Team Head for daily completion of the posts
* Successfully achieve daily allotted targets

**PERSONAL INFORMATION**

**Date of birth:** 18th September, 1991

**Nationality:** Indian

**Residence:** Sharjah

**Gender:** Female

* English (read, write & speak)
* Hindi (read, write & speak)
* Marathi (read, write & speak)
* Gujarati (speak only)

**Marital Status:** Unmarried