DHRUV MATHPAL

Social Media Manager | Paid Ads & Content Strategy

Delhi, India | +91-7428386339 | dhruvmathpal18@gmail.com | **Portfolio**

15+ Client Brands Managed | 30+ Content Pieces per Month | Organic + Paid Campaign Ownership | 2+ Years Agency Experience

PROFESSIONAL SUMMARY

Social Media Manager with 2+ years of agency experience and 3+ years in content and social media, skilled at turning content calendars into measurable business growth. Manages strategy, content creation and paid promotion for 15+ client brands at a digital marketing agency, delivering 30+ content pieces every month on schedule. A background in video editing, motion graphics and CGI production means every campaign is built to capture attention, not just to be scheduled. Experienced in both organic growth and paid advertising: builds brand voice through storytelling and runs Meta Ads and Google Ads campaigns that convert attention into results, backed by Google Analytics reporting. Works as a self-managed content unit, handling strategy, copywriting and editing so clients get consistent output without coordinating multiple vendors.

CORE SKILLS

Social Media Management: Content Strategy, Content Calendars, Copywriting, Script Writing, Post Scheduling, Platform Management, Community Engagement, Brand Voice Development, Influencer Collaboration

Paid Advertising & Analytics: Meta Ads, Google Ads, Google Analytics, Campaign Reporting, Audience Targeting, A/B Testing, Budget Optimization, KPI Tracking, ROI Analysis

SEO & Content Marketing: On-Page SEO Basics, Keyword Research, Hashtag Strategy, Trend Analysis, Email Marketing Fundamentals

Tools & Platforms: Meta Business Suite, Google Ads Manager, Google Analytics, Canva, Google Workspace, Adobe Premiere Pro, Adobe Photoshop, Adobe After Effects, CapCut, Notion, Google Sheets

Video & Visual Production: Video Editing, Motion Graphics, CGI / VFX (Blender, Unreal Engine), Visual Storytelling, Thumbnail Design

Professional Skills: Project Management, Cross-Functional Collaboration, Client Communication, Creative Concept Development, Time Management, Problem Solving, Adaptability

WORK EXPERIENCE

Social Media Manager | Sprite Genix (Digital Marketing Agency)Aug 2024 – Present

- Manage end-to-end social media strategy for 10+ client brands simultaneously across Instagram, Facebook and other platforms, from content calendar to publishing, without missing a client deadline.
- Publish 30+ posts and reels every month per active client, turning fast-moving trends into on-brand content while the trends are still relevant.
- Plan and run Meta Ads and Google Ads campaigns end to end, including audience targeting and budget allocation, then use Google Analytics to identify what is working and reinvest budget accordingly.
- Write platform-specific copy and scripts that combine each client's brand voice with current content trends, increasing engagement.
- Produce all creative in-house, including Canva graphics, Premiere Pro edits and After Effects motion graphics, delivering agency-grade content without relying on templates.
- Present strategy and results directly to strategists and clients, reporting engagement and reach data through Meta Business Suite and Google Analytics.
- Handle platform administration and community engagement across all client accounts, maintaining fast response times and a consistent brand voice.

Video Editor & Script Planner | FreelanceJul 2023 – Aug 2024

- Wrote and edited short-form and long-form video content, including 15–20 minute YouTube videos, for multiple clients at once, editing every cut to hold viewer attention.
- Managed the full content pipeline independently, from scripting and shoot notes to editing and delivery, giving each client a single point of contact.
- Converted first-time clients into repeat clients through consistent quality, across education, entertainment and technology niches.
- Tracked trending editing techniques, effects and platform algorithm changes to keep client content current and competitive.

PROJECTS & ACHIEVEMENTS

- **Instagram Content Growth Strategy:** Built and ran a 15-reels-per-month content calendar from scratch for a client account, growing audience and engagement month over month.
- **CGI Product Promotional Video:** Created a photorealistic CGI product film in Blender and After Effects for a washing machine client, delivering a hero asset most social media managers would need to outsource.

EDUCATION

Bachelor of Computer Applications (BCA) | Uttaranchal University, Dehradun2023 – 2026

CERTIFICATIONS & TRAINING

- Video Editing Certificate – Mind Luster
- Ongoing self-directed learning: social media strategy, paid advertising, AI-assisted content production and VFX compositing