

DHRUV MATHPAL

Social Media Manager

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10+ Client Brands Managed 30+ Content Pieces / Month Organic + Paid Campaign Ownership 2+ Yr Agency Experience

PROFESSIONAL SUMMARY

Social Media Manager with 2+ years of agency experience (3+ years total in content and social) who turns content calendars into measurable growth — currently driving strategy, creation, and paid promotion for **10+ client brands** at a digital marketing agency, shipping **30+ pieces of content every month** without missing a deadline. A real production background — video editing, motion graphics, CGI — sits behind every piece of content, so campaigns are crafted to stop the scroll, not just scheduled. Comfortable owning both sides of the funnel: organic storytelling that builds a brand's voice, and Meta/Google ad campaigns that turn attention into results, backed by Google Analytics to prove what's working. Known for stepping in as a one-person content unit — strategist, copywriter, and editor in one — so clients get consistency without managing multiple vendors.

CORE SKILLS

Social Media Management: Content Strategy, Content Calendars, Copywriting, Script Planning, Scheduling, Platform Management, Community Engagement

Paid Advertising & Analytics: Google Ads, Meta Ads, Google Analytics, Campaign Reporting, Audience Targeting

Tools & Platforms: Meta Business Suite, Canva, Google Workspace, Adobe Premiere Pro, Adobe Photoshop, After Effects

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

Soft Skills: Project Management, Cross-Functional Collaboration, Creative Concept Development, Time Management

WORK EXPERIENCE

Social Media Manager

Aug 2024 – Present

Sprite Genix (Digital Marketing Agency)

- Own end-to-end social strategy for 10+ client brands simultaneously across Instagram, Facebook, and beyond — from content calendar to publish, without dropping a client.
- Ship 30+ posts and reels every month per active client, turning fast-moving trends into on-brand content before the moment passes rather than after.
- Run paid Meta Ads and Google Ads campaigns end-to-end — audience targeting, budget allocation, and creative — then use Google Analytics to find what's actually working and reinvest budget accordingly, not just "set and forget."
- Write scroll-stopping copy and scripts tailored per platform, blending each client's brand voice with what the algorithm is currently rewarding.
- Produce the creative myself — Canva graphics, Premiere Pro edits, After Effects motion — so campaigns launch with agency-grade polish instead of stock templates.
- Sit in the room with strategists and clients to shape the plan, then report back with real engagement and reach numbers via Meta Business Suite and Google Analytics — closing the loop from idea to proof.
- Manage platform administration and community engagement across accounts, keeping response times fast and brand voice consistent across every client.

Video Editor & Script Planner

July 2023 – Aug 2024

Freelance

- Wrote and edited short- and long-form video (including 15–20 minute YouTube content) for multiple clients at once, engineering every cut for retention, not just polish.
- Ran the full pipeline solo — script, shoot notes, edit, delivery — so clients got one point of contact instead of managing three vendors.
- Turned first-time clients into repeat clients on reputation alone, across niches as different as education, entertainment, and tech.
- Continuously tracked trending editing techniques, effects, and platform algorithm shifts 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, compounding audience growth and engagement month over month.
- CGI Product Promotional Video (Washing Machine Client): Built a photorealistic CGI product film in Blender and After Effects — the kind of hero asset most SMMs would have to outsource.
- YouTube Channel — VFX Devil: Founded and grew a CGI/VFX-focused channel from zero, publishing original effects breakdowns and tutorials — applying the same content-planning and audience-growth thinking now used for client accounts.

EDUCATION

Bachelor of Computer Applications (BCA)

Uttaranchal University, Dehradun | 2023 – 2026 (Completed)

CERTIFICATIONS & TRAINING

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