

DHRITI PANSARI

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ABOUT ME

I am a creative thinker and graphic designer with a background in marketing, driven by a passion for solving business challenges through concept-led brand strategies. I focus on creating meaningful, user-centred solutions that connect brands with their audiences.

EDUCATION

Post Graduation in Advertising, Design & Digital Communication June 2026
École Intuit Lab

Bachelor in Business Administration May 2022
ASMSOC, NMIMS
• CGPA: 3.5/4.0, GPA (Semester 6) : 3.8/4.0

WORK EXPERIENCE

Social Media Executive, ChtrSocial April 2023 - July 2023

- Planned and executed **social media strategies**, including content creation and campaign management for **Anmol Jewellers, Tewari Brothers, and Power Sutra**.
- Produced **30+ posts per month**, along with engaging stories and reels, to maintain a strong and consistent brand presence across platforms for multiple clients.
- Created reels for a key campaign that achieved an average of **30,000 impressions per reel** during social media promotions.
- Handled the content production process**, including shoot planning, ad strategy development, community engagement (comments & DMs), design coordination, and monthly performance analytics to track progress and maintain brand hygiene.

Client Servicing Intern, Havas Group Dec 2022 – Feb 2023

- Managed internal and external communication for **Tata Cliq Palette, Lionsgate, Burger King India and The Laughing Cow Cheese**
- Managed **social media planning** and executed the content for various clients.
- Assisted in direct marketing, performance marketing and outdoor advertisement
- Onboarded 30+ influencers** for collaborations and assisted in ORM
- Moderated and planned **10+ video & photo shoots** for digital platforms for brands

ADDITIONAL INFORMATION

- Skills:** Adobe Illustrator, Adobe Photoshop, Figma, Project Management, Problem Solving, Team Building & Content Strategy
- Activities:** President of Rotaract Club of Mumbai Western Elite, Teaching Volunteer at Angel Xpress Foundation
- Achievement:** AARA from Rotaract District 3141, IBDP Service Award, Rotary Recognition