**Bopanna I D**

E-mail: [**Bopannabops99.ab@gmail.com**](mailto:Bopannabops99.ab@gmail.com)

**9535862438**

**Marketing professional with 3 years of experience in social media management, content marketing, and branding.**

**BBM in marketing with an expertise in marketing analytics.**

**Excellent communication skills for outreach and ensuring strong brand presence.**

Industry Preference: Marketing

**PROFILE SUMMARY**

**Social Media Manager**

@ Raikars Jewellery, Bengaluru 2018 –2019

* Successfully spearhead campaigns on social media platforms including Facebook, Twitter, and Instagram
* Manage social media planning for execution of marketing strategies and community management
* Monitor online presence of company’s brand and engage with users, strengthening customer relationships

**Data Base Administrator**

@Kodavaclan , Bengaluru 2017-2020

* Assisted the marketing team with developing and implementing social media strategies
* Administered 13000 profiles
* Monitored online customer support server maintenance
* Backend data entry
* Developed a facebook page with more than 3.7k likes
* Managing a team of 4 to 6 workers to achieve the monthly target
* SEO,SMM, Content writing, Google analytics
* Email Marketing

**Social Media Manager**

@The Presidential Tower, Bengaluru 2018-2019

* Actively initiated social media paid campaigns
* Social media marketing project head – CNTC, HONG KONG
* Assisted in developing the landing page for the project The Presidential tower.

**Social Media Manager**

**@**Ainmane Coffee, Bengaluru 2018- 2019

* Developed brand awareness and manages customer relations
* Monitored product stock adequacy for all distribution channels
* Inventory Management
* Monitored online sales and purchase
* Managing a team of 3to5 workers to achieve the monthly target

**Process Executive**

HIVE VENTURES 2017-2020

**BDA(Senior Academic Counselor)**

**@ LIDO LEARNING 2021 – Currently working**

* Advise student/ parents for their learning needs through structured Counseling Sessions.
* Conduct market research, develop business strategies, build client relationships, and identify new business opportunities.
* Partner with marketing, sales and production managers to create and implement business strategies to increase brand awareness and sales.
* Driving and managing the entire sales process from targeting and prospecting to closing the sale.
* Developing and maintaining efficient & effective reporting systems for tracking prospects from initial inquiry to closure.
* Face to face client handling right from counseling to closing through Direct Sales.
* Analysis of client requirements, specifications, obtaining suitable solutions and outlining commercial implications and negotiations.

**ACADEMIC DETAILS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S.No** | **Degree** | **School/College** | **Board of exam/ University** | **Year** |
| 1. | X Class | Jana Ganga Cental school,  Bellare,DK | State Board | 2010 |
| 2. | Pre University Course- Commerce | St Philomena College, Puttur | Mangalore University | 2013 |
| 3. | BBM | St Philomena College, Puttur | Mangalore University | 2016 |

**PERSONAL DETAILS**

Name :BOPANNA I D

Languages known: English, Kannada, Hindi and Kodava thak

I hereby declare that the above furnished information is true to the best of my knowledge.

**THANK YOU**