

Samruddha Patil

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Profile

Creative and results-driven video production specialist with over three years of expertise in video editing, drone videography, and social media content creation. Skilled in enhancing brand visibility through innovative storytelling and content strategies, with a proven record of directing promotional videos, managing social media accounts, and developing targeted campaigns. Seeking opportunities to drive impactful digital presence within dynamic organizations.

Professional Experience

Volunteer Social Media Manager

NCT Guildford – Guildford, UK | Oct 2024 – Present

- Managed local content and boosted community engagement, increasing event attendance across platforms.

Social Media Campaign Lead

Human Bridge – Guildford, UK | Oct 2024 – Present

- Lead targeted campaigns, aligning content with strategic goals to enhance audience engagement.

Freelance Video Editor, Drone Operator & Social Media Content Creator

Guildford, UK | Dec 2021 – Present

- Directed promotional and music videos, increasing Instagram engagement and video viewership through strategic content and drone footage.
- Managed client relationships and optimized content based on performance metrics to enhance visibility and drive revenue.

Assistant Director, Drone Operator & Social Media Manager

Eera Productions – Mumbai, India | Oct 2021 – Aug 2022

- Led video production and social media campaigns, driving brand interaction through effective content strategies.
- Managed end-to-end production for projects, collaborating with teams to ensure high-quality content.

In-house Assistant Director

De Works Communications – Mumbai, India | Jun 2020 – Oct 2021

- Supported all production phases, from pre-production to post-production.
- Worked with creative teams to deliver content aligned with client objectives, driving successful marketing campaigns.

Skills

- Video Production Tools:** Adobe Premiere Pro, DaVinci Resolve
- Social Media Platforms:** Instagram, YouTube, Facebook
- Content Design Tools:** Canva, Adobe Photoshop, Adobe Illustrator
- Analytics:** Google Analytics, Meta Insights

Education

- MSc in Digital Marketing and Channel Management**
University of Surrey – Guildford, UK | Feb 2023 – Feb 2024
- Bachelor of Mass Media**
Wilson College – Mumbai, India | Jun 2018 – Dec 2021

Certifications

- HubSpot Social Media** | HubSpot Social Media Advanced
- In Progress:** Google Analytics, Meta Media Buying Certificate