

Curriculum Vitae



Dipankar Das

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Introduction:

5+ years of experience in leading & managing social media platforms. Contributions include framing and regulating content policies. Experience of working with top Media houses and celebrities for multiple Brand promotions. Having proficiency of working and managing multiple teams towards the Goal of making Social media platform a safe and go to place for all age groups and diversity of users.

WORK EXPERIENCE:

Moj (September 2020 - July 2022)

Operations Lead

- Leading a team of competent individuals towards researching new methodologies for the newly launched Moj Platform.
- Working with multiple Brands(Coca-Cola, SVF) for Onboarding them into our platform.
- Working with top influencers in social media for generating engaging content leading to user growth in the platform.

ShareChat (2017-2020)

Key Account Manager

- Establishing Community Guidelines by working with Legal and multiple brands for having a positive Social Media impact.
- Working with prominent Media Houses(ABP Ananda, News 18, Zee) for increasing their social media presence and building towards a strong Community.
- Managing Brand promotions with Celebrities and Influencers.

Content Moderator & Content Strategist

- Worked as a Content Moderator during the initial months.
- Strategizing/Ideating which video/stories are notification worthy.
- Executing ideas and planning for Social Media pages for promotions.
- Reviewing contents for adhering to Platform Policy.
- Worked on managing and organizing data using Google Sheets & Microsoft Excel.
- Worked as part of translation team for converting English and Hindi contents into Bengali versions.

Areas of Expertise:

- Strategic Research & Planning for Company Growth
- Insights analysis and strategic Implementations of PR and event programs
- Team Management and Co-ordination
- Marketing (Including Digital) strategies for Better Campaign Plans
- Team player and competent at meeting tight deadlines.
- **Proficient in the following tools:**
CleverTap, Metabase, MS – Excel, Google Sheets, Canva.

Education:

- **Madhyamik from RAMESH H.S. SCHOOL in 2008 with 54.2%**
- **Higher Secondary from KIRIT BIKRAM INSTITUTION in 2011 with 51%**
- **GRADUATION from Tripura Institute of Technology in 2015 with 60.9%**

I hereby declare that above-mentioned information is correct up to my knowledge and I bear the responsibility for correctness of the above-mentioned particulars.

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(Dipankar Das)