

MY DHAN

SOCIAL MEDIA MARKETING & COMMUNICATIONS

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EDUCATION

University of Nebraska-Lincoln

August 2021 - May 2025

Bachelor of Journalism - College of Journalism and Mass Communication (COJMC)

- Major in Advertising and Public Relations
- Minor in Business Administration

Certifications

- Google Digital Marketing & E-Commerce
- Adobe Marketing Specialist

PROFESSIONAL EXPERIENCE

Account Executive and Marketing Representative

August 2025 - Present

- Engaged with potential customers in assigned territories by presenting and marketing television, wireless, and other brand products
- Managed and updated the CRM system
 - **Notable Client:** AT&T

Content Creator & Ambassador - Freelance

June 2022 - Present

- Represented brands online by creating a positive brand image and driving community interest and engagement.
- Promoted product and services through social media platforms, contributing to over 99.6% content interactions.
- Built relationships with followers to enhance brand visibility and expand audience.
 - **Notable Clients:** Glamnetic, MKCThreads, Moodylenses, TTDEye, Panera Bread, etc.

Social Media Strategist - Jacht Agency

August 2024 - May 2025

- Developed and executed social media strategies to increase brand visibility, engagement, and growth across platforms for client needs.
- Analyzed social media performance metrics to better optimize content and develop strategies for client's goals.
- Collaborated with a working team to create content, maintain consistent messaging with the client, and develop a curated campaign.
 - **Notable Clients:** Nebraska Forest Service, Essence Med Spa, Ensign Beverage, COJMC, and AppCentri.

Student Marketer - Youth Marketing Connection

September 2023 - May 2024

- Shared engaging social media posts to boost reach and engagement among students.
- Conducted peer-to-peer marketing by distributing materials and hosting interactive campaigns.
- Assisted in brainstorming and implementing innovative and fresh ideas to boost brand engagement.
 - **Notable Clients:** La Roche Posay, Pentel, and NYX Cosmetics.

Telephone Interviewer - Bureau of Sociological Research

March 2022 - August 2023

- Conducted over-the-phone research surveys for Nebraska and Illinois residents with the Centers of Disease Control and Prevention (CDC).
- Interacted on the phone in a friendly and open manner regarding participation for the project.
- Adapted communication style to engage individuals from diverse backgrounds and age groups.

AREAS OF EXPERTISE

Social Media Strategy

Photo & Video Editing

Brand Strategy & Positioning

Problem Solving

Adobe Creative Suite

SEO & Content Optimization

Copywriting

Creative Messaging

Marketing Communications

Data Analytics

Media Buying

Time & Project Management