DHARMENDRA JAYAN

SENIOR SOCIAL MEDIA & BRAND STRATEGIST

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CHENNAI

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EXPERTISE

- Content Management System
- Agile Methodology - Scrum
- Content Metrics & Analysis
- Video production & Film Editing
- Content Writing - SEO - SMO
- Ads Coordination (Meta, Google)
- Social media management
- Content Strategies & Business Development
- Tools : CMS, Jira, Adobe Premiere Pro, Photoshop, MS Excel, Grammarly AI, Flow, Nano banana, Canva, Consensus
- AI TOOLS - Claude, Freepik, Higgsfield
- Videography: DSLR, Mirrorless & Cinema cameras (ARRI, RED)

EDUCATION

- **D.F.TECH Cinematography & Television Production**
  Film & Television Institute of Tamilnadu
- **Bsc.Visual Communication**
  Annamalai university

PROFILE

Results driven Digital Marketing and Social Media Senior strategist with 10+ years of experience in B2B and B2C marketing, social media strategy, digital campaigns, content marketing, video production and brand growth.

Proven expertise in driving audience engagement, online visibility, lead generation and measurable ROI through integrated marketing strategies. Skilled in content strategy, performance marketing coordination, influencer collaborations, video-led storytelling, analytics and cross-platform campaign execution.

CORE SKILLS

Social Media Strategy • Digital Marketing • B2B & B2C Marketing • Brand Strategy • Performance Marketing • Lead Generation • Content Marketing • Video Production • Influencer Marketing • SEO & SMO • Paid Media Coordination • Analytics & Reporting • Campaign Management • Community Management • Team Leadership • Content Planning • Marketing Strategy • ROI Optimization

PROFESSIONAL EXPERIENCE

Senior Social Media Strategist – 20+ Brands | Echovme Digital, Chennai | 2025 – Present

• Lead digital marketing and social media strategies for 20+ B2B and B2C brands across multiple industries.
• Manage integrated campaigns across Instagram, LinkedIn, Facebook, YouTube, and X to improve engagement, visibility and ROI.
• Collaborate with paid media teams to align organic and performance marketing strategies for lead generation and growth.
• Develop content calendars, campaign strategies, influencer collaborations and analytics reports.

CERTIFICATIONS

- Fundamentals of Digital marketing
  Google Digital Garage - 2020
- Create Great Online Content
  University of Leeds - 2020
- Production Design for Film & Screen
  Australian Film Tv & Radio School - 2020
- Google Analytics - Google skillshop
- Project Management - Great Learning

LANGUAGE

- English & Tamil (Fluent)
- Hindi (Read & Write)

PREVIOUS WORK EXPERIENCE

- Show producer & Anchor In Madhimugam TV & MK TV.
- Guest Lecturer in MGR Government Film & TV Institute.
- Online Video Producer (Content team) in Ventuno Technologies.
- Worked as Associate Cinematographer In Tamil Film Industry.
- Cameraman in Vendhar Tv.

Senior Content Executive – Research & Digital Strategy | Daily Thanthi Pvt Ltd – Minmini App | 2023 – 2025

• Led social media campaigns, research analysis, influencer marketing initiatives and video-led digital strategies for a leading media platform.
• Managed branded campaigns, audience engagement initiatives and performance optimization strategies.
• Handled end-to-end video production including ideation, scripting, shooting, editing, and publishing.

Content Lead & Television Anchor | Doordarshan Podhigai, Chennai | 2018 – 2022

• Produced and hosted television and digital content programs focused on audience engagement and storytelling.
• Led content planning, live production coordination, scripting, and social media amplification

Video Journalist & Digital Content Producer | Vikatan Groups Pvt Ltd, Chennai | 2016 – 2018

• Created digital-first video stories, interviews, and branded content optimized for web and social media platforms.
• Collaborated with editorial and marketing teams to improve audience retention and reach.

AWARDS & ACHIEVEMENTS

- Secured 2nd Rank in Indian Space Research Organisation (ISRO - SHAR) Cinematography Technical Examination 2024
- CSK - Official Social Media Partner 2024 - Minmini app
- Multi-Talented Icon Award from GRAND ASIAN Book of world records(2020)
- Dinathanthi Newspaper & Ananda Vikatan's Recognition articles.
- Vendhar tv and SIIMA awards Nomination for Best short film