

Juventus Francis Cardoz

Digital & Social Media Marketing Manager

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PROFESSIONAL SUMMARY

Results-driven Digital & Social Media Marketing professional with over 4 years of experience in digital marketing, social media strategy, paid advertising, influencer collaborations, analytics, and creative content development. Experienced in managing multi-platform campaigns across YouTube, TikTok, Pinterest, Facebook, Snapchat, Instagram, LinkedIn, and Trello to drive brand awareness, engagement, and conversions.

Skilled in campaign management, content strategy, video editing, branding, SEO optimization, and performance analytics using Tableau and Power BI. Adept at collaborating with creative teams, optimizing digital campaigns, and delivering data-backed marketing strategies that improve audience growth and business performance.

PROFESSIONAL EXPERIENCE

Digital & Social Media Marketing Manager

Revolute Software Est | Dubai, UAE

Apr 2025 – Present

Key Responsibilities & Achievements

- Lead digital and social media marketing initiatives across multiple digital platforms to enhance brand visibility, engagement, and customer acquisition.
 - Develop and execute content calendars, paid advertising campaigns, and brand communication strategies.
 - Manage campaign optimization, audience targeting, and performance tracking to maximize ROI and conversions.
 - Oversee social media strategy, analytics reporting, and engagement growth across platforms.
 - Coordinate with creative teams for branding assets, motion graphics, and marketing creatives.
 - Monitor KPIs and campaign performance using analytics and reporting tools.
 - Contribute to SEO optimization, audience insights, and digital growth strategies.
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Social Media Manager

Kama Jewelry

May 2024 – Mar 2025

Key Responsibilities & Achievements

- Spearheaded digital marketing initiatives across platforms including YouTube, TikTok, Pinterest, Trell, Facebook, Snapchat, and Instagram to enhance brand awareness and customer engagement.
 - Managed ad placements and campaign execution across Pinterest, YouTube, Snapchat, and Facebook, ensuring targeted reach and improved conversion performance.
 - Created and optimized content strategies including captions, hashtag research, scheduling, and audience engagement planning.
 - Led influencer marketing campaigns and YouTube collaborations that contributed to audience growth and increased platform engagement.
 - Produced video edits, logo animations, sound editing, and creative assets tailored to platform-specific requirements.
 - Collaborated with graphic design and editing teams to develop marketing creatives and promotional campaigns.
 - Developed festive branding assets and Instagram story campaigns aligned with seasonal marketing initiatives.
 - Utilized Tableau and Power BI to monitor campaign analytics, visualize KPIs, and generate actionable insights for campaign optimization.
 - Analyzed website and social media performance metrics to improve engagement, audience retention, and conversion strategies.
 - Coordinated cross-functional activities including influencer shoots, website content updates, and campaign execution.
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Social Media Executive

Volar Fashion Pvt. Ltd.

Jan 2021 – Oct 2023

Key Responsibilities & Achievements

- Managed social media platforms including YouTube, TikTok, Pinterest, Trell, and Facebook.
- Executed paid advertising campaigns across Pinterest, YouTube, Snapchat, and Facebook.
- Created engaging social media content including captions, hashtags, graphics coordination, and scheduling.
- Handled influencer marketing activities and YouTube collaborations.

- Monitored analytics and implemented growth strategies to improve platform engagement.
 - Coordinated with graphic design and editing teams for digital creatives and campaigns.
 - Edited promotional content and creatives for platforms such as Pinterest and Trell.
 - Managed influencer shoot coordination with international teams.
 - Conducted keyword analysis and monitored website analytics.
 - Designed Instagram stories and festive website branding creatives.
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EDUCATION

MBA (Currently Pursuing)

K J Somaiya Institute of Management

Bachelor in Mass Media (Advertising)

CERTIFICATIONS

- Digital Marketing Revolution – University of Illinois
 - Marketing in a Digital World – University of Illinois
 - Digital Marketing Analytics in Theory – University of Illinois
 - Digital Marketing Analytics in Practice – University of Illinois
 - Advanced 3D Animation & VFX
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TECHNICAL SKILLS

Digital Marketing & Analytics

- Social Media Marketing
- Performance Marketing
- Influencer Marketing
- SEO & Keyword Research
- Google Ads
- LinkedIn Ads
- Campaign Management
- Brand Strategy
- Content Planning

- Website Analytics
- Tableau
- Power BI

Creative & Editing Tools

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Canva
- Autodesk Maya
- Nuke

Productivity Tools

- Microsoft Word
 - Microsoft Excel
 - Microsoft PowerPoint
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CORE COMPETENCIES

- Strategic Thinking
 - Brand Communication
 - Creative Direction
 - Data-Driven Decision Making
 - Team Coordination
 - Analytical Skills
 - Presentation Skills
 - Problem Solving
 - Pressure Handling
 - Business Understanding
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