



Srinu Naik Vadithe

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I'm a **Social Media Manager & Meta Ads Expert** with 3+ years of experience in **real estate, healthcare, travel, politics, and education sectors**. Proven track record of launching over **25 brands from scratch**—including **logo design, social media branding, and Google My Business optimization**. Specializes in **lead generation via WhatsApp and Meta Ads**, building strong online presence, and increasing ROI with high-converting campaigns. Adept at creating compelling content strategies, profile audits, and data-backed decision-making.

Education

2023

BACHELOR OF TECHNOLOGY / RGUKT UNIVERSITY

Mechanical Engineering as a discipline with 75% aggregate

2019

INTERMEDIATE / RGUKT UNIVERSITY

Maths, Physics, and Chemistry as a core subject with 71% aggregate

2016

CLASS 10TH / ZPH SCHOOL

Passed with a CGPA of 9.5 out of 10

EXPERIENCE

July 2024 – Present

SOCIAL MEDIA MANAGER / DIGIVERSE

Working as a Social Media Manager | Managing Content Strategy and Meta Ads

- Worked across **real estate, healthcare, and educational sectors**, managing strategy, execution, and paid media.
- **Launched 25+ brands** from the ground up: brand identity, logo design, GMB setup, and social media branding.
- Ran targeted **Meta & WhatsApp lead generation campaigns** for real estate, achieving high conversion rates.

- Designed and implemented content calendars, reels, and graphic templates tailored to niche audiences.
- Audited client profiles, improving reach and engagement by 40% within 60 days.
- Collaborated with design, copywriting, and performance teams for cohesive campaign execution.

March 2024 – May 2024

FELLOWSHIP / DEMOS PROJECT

Worked as Core Member in Political Intelligence Team for Vijayawada Lok Sabha Parliamentary Constituency.

- Oversaw **complete social media strategy** for a sitting MP during election period.
- Executed **high-impact Google and Meta campaigns**, boosting reach, awareness, and public engagement.
- Increased Instagram and Facebook followers through optimized political communication and visuals.

Nov 2023 – March 2024

MARKETING ASSISTANCE / PREP EDGE

- Managed social media for clients across hospitality, food, and corporate sectors.
- Created **custom content strategies and visual branding** aligned with each client's market positioning.
- Conducted **competitor analysis** and provided monthly reports for insights and recommendations.

Dec 2022 – Nov 2023

MARKETING MANAGER / TAKE A TRIP HOLIDAYS

- Managed content and campaigns for Facebook, Instagram, and LinkedIn.
- Built brand identity, created travel-related content, and designed promotional graphics via **Canva**.

- Planned offers and travel campaigns that led to a **35% increase in package bookings.**
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Languages

- English (Read, Write, and Speak)
- Telugu (Read, Write, and Speak) (Mother Tongue)
- Hindi (Speak, Read)

KEY SKILLS

- Meta Ads (Facebook & Instagram)
- Content Strategy & Creation
- Market Research & Competitor Analysis
- Lead Generation (Meta, WhatsApp, Google Ads)
- Social Media Audits & Profile Optimization
- Analytics & Reporting
- Canva Design & Branding
- Google My Business (Setup & Optimization)
- Brand Building from Scratch
- Political Social Media Strategy
- Trend Analysis & Campaign Innovation
- Team Collaboration & Cross-Function Coordination

I hereby declare that all the above information provided by me is correct, true, and valid as best of my knowledge.

(V Srinu Naik)