



Personal Info

- +971522049303
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- Sharjah, United Arab Emirates

Links

- [LinkedIn](#)
- [Instagram](#)

Skills

- Content creation
- Brand Development
- Content Strategy
- Hootsuite platform
- Google analytics
- Canva (Software)
- Email Marketing
- Creativity
- Teamwork

Razi Dalwai

Social media marketing | Digital Marketing | Content Creator

A versatile professional skilled in operations, social media, and digital marketing. Proven expertise in improving team performance through innovative management, driving social media growth with targeted content, and enhancing digital presence through strategic marketing. Strong communicator with a focus on building lasting customer relationships and promoting productivity and loyalty.

Work Experience

Social Media Manager, DAWNTOWN PVT. LTD., Mumbai

September 2022 - September 2024

- Researched and identified emerging trends in the social media space and adjusted social media plans accordingly.
- Developed creative content for multiple platforms, including Facebook, Twitter, Instagram, and LinkedIn.
- Created and maintained relationships with influencers to drive brand awareness.
- Analyzed and refined business processes, identifying key areas for enhancement and efficiency.
- Conducted thorough competitor and market analysis to tap into audience preferences and uncover new growth avenues.
- Cultivated a vibrant online community through timely engagement, strengthening customer loyalty and brand reputation.

Social Marketing Executive, ALL STAR DIGITAL, Mumbai

November 2021 - July 2022

- Developed and managed content calendars for multiple social media accounts.
- Formulated and implemented detailed marketing strategies, engaging with online audiences to drive sales.
- Designed and executed paid social media advertising campaigns to target specific audience segments.
- Analyzed social media metrics to identify trends, adjust strategies, and improve overall performance.

Social Media Intern, Offkicks, Mumbai

May 2021 - November 2021

- Produced high-quality social content, ensuring alignment with brand voice and messaging.
- Implemented a test-and-learn approach to social media, documenting results and learning to improve future strategies.

- Collaborated with design studio and external agencies to create assets for paid and organic posts.
- Fostered a collaborative environment within the team, encouraging creativity and innovation in content creation.

Education

Diploma in digital marketing, Digital Vidya

November 2021

Bachelors of Commerce, M.M.K COLLEGE

April 2019

HSC Commerce, D.B.J College

March 2016

Courses

Digital Marketing

November 2020

Google Ads Display

October 2020

Google Ads Search

October 2020

Social Media Content Creator

July 2021