

OMKAR BAL

SOCIAL MEDIA ANALYST

CONTACT



Thane, India 400602



9619016534



balomkar@gmail.com



24/04/1994

SKILLS

- Proficient in analyzing complex datasets to derive actionable insights and translating data into strategic business solutions.
- Proficient in Listening and ORM tools.
- Implementing AI and ChatGpt for streamlined decision-making and process automation.
- Exhibits a rapid learning aptitude and exceptional grasping power for swift skill acquisition.
- Proficiency in Excel for data analysis complemented by creating impactful presentations in PowerPoint.
- Experienced in team management coupled with strong aptitude for optimizing operational tasks.

Detail-oriented Research Analyst with advanced presentation skills to present findings derived from data. Demonstrates a rapid learning aptitude and strong mathematical and statistical skills for data analysis. Focused on problem-solving to address challenges of data collection and analysis.

EXPERIENCE

May 2023 - Current

Social Media Analyst *Germin8 Solutions*, Mumbai

- Analysed and evaluated qualitative and quantitative data, presenting findings in detailed reports.
- Responsible for process setup, report format creation, and tool setup including keyword queries and dashboard.
- Was later on given team management responsibilities which included training, rostering, and feedback.

January 2021 - April 2023

ORM Team Lead *Goldmine Advertising*, Mumbai

- Handling social media queries for various clients
- Escalating the queries as per the specified format
- Creating monthly/ad-hoc reports
- Training and managing the team.

January 2016 - December 2020

Freelancer *Self Employed*

- Creating and posting content on various meme pages on social media
- Promoting and marketing various products through these pages
- Promotion of movies and webseries, and creating content based on the same.

February 2019 - December 2019

Social Media Executive *AB Realty and Developers*

- Creating lead generation campaigns on Facebook and Instagram
- Managing company's Social Media and creating and posting various creatives and when needed.

January 2017 - February 2018

Management Trainee *PMC Bank*

EDUCATION

01/2016

M.Com

Mumbai University

01/2014

B.Com

Mumbai University