**Professional Summary**

A Digital Marketing Analyst, Strategist and Consultant with intellectual skills about social media who can help in leveraging the power of social media platforms, blogs, online communities and emails to increase brand awareness and boost brand loyalty.

**Skills**

* Social Media Marketing
* Copy Writing
* Email Marketing
* Events
* Branding
* UX Design Research
* Community Building
* Content Management
* Creative Initiatives
* Newsletter Design
* Account Management
* Client Servicing

**Areas of Expertise**

* Facebook & Instagram Marketing
* LinkedIn Advertising
* Google Ads & Analytics
* Email Marketing (Constant Contact, MailChimp & Active Campaign)
* Adobe Xd & Illustrator

**Career Accomplishments**

* Established a strong social media presence (Facebook and Instagram), generated qualified leads and unique website visits for one of India's largest decorative laminate brand.
* Generated qualified 50+ leads with 0.15m reach and 0.3m impressions and 800+ unique link clicks.
* Managed all social media platforms comprising of Facebook, Twitter & YouTube for the Government Department-Sports Authority of Gujarat (SAG) helping them reach 0.5m with 1m impressions.
* Developed communication strategy for bootstrapped startup.
* Create and implement campaigns focused on data collection; Maintain and nurture existing newsletter lists to ensure they are messaged consistently and efficiently.
* Demonstrable experience in setting up and optimizing Google Ad words campaigns achieving 50K impressions, 130+ calls and 2.29K clicks for one of India’s premium smartphone store.

**Work experience**

Outkreate India

**Digital Marketing Manager**

*November' 18 -August' 19*

* Create and manage campaign calendars for all areas of digital marketing, including tie-ins with other marketing disciplines.
* Develop an effective digital media and communications strategy for various clients.
* Established a strong social media presence (Facebook and Instagram) for one of India's largest decorative laminate brand.
* Collaborated with one of India's most exceptional online marketing service provider and assisted them with their campaigns and marketing strategies.
* Lead a small team of marketing analysts to create content and marketing strategies for Outkreate’s clients.
* With conversion driven copy writing, helped clients with large projects and campaigns.
* Analyzed campaign results and reporting performance back to stakeholders.
* Implementing, tracking and reporting web advertising campaigns including PPC, Facebook, Twitter, LinkedIn Ads etc.
* Develop cross platform digital communication strategy (website, digital media, social network, etc.) as well as execute the plan.
* To assist developing compelling B2C e-marketing campaigns in line with the brand strategy and overall marketing plans.
* Assist the team with developing different 'customer journeys’ and understand the key touch-points along the way.

Nascent Infotech Pvt. Ltd.

**Social Media Executive**

*May' 2017- October' 18*

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* Account executive for Sports Authority of Gujarat.
* Managed all social media platforms comprising of Facebook, Twitter & YouTube for the Government Department-Sports Authority of Gujarat (SAG).​
* Was exclusively responsible for all social media updates, posted on digital platforms with innovative use of Creatives, AVs, Photos, GIF.
* Create Social Marketing schedules and communication plans.
* Oversee budgets and coordinate projects with Agencies and 3rd party Vendors.
* Support the planning and execution of digital marketing campaigns, working closely with internal and external agencies to meet stated business objectives.
* Help oversee development of digital marketing initiatives for show events and campaigns.
* Media Coordinator for various events of SAG including KHEL MAHAKUMBH 2017(Opening & Closing Ceremony) organized in the august presence of Hon’ble Prime Minister of India & Chief Minister of Gujarat with other dignitaries.
* Accountable for social media updates of the event with coordinating live streaming of the whole ceremony with the implementation of paid Facebook campaign with a motive of spreading awareness about the ceremony including achievements, scheme & beneﬁts provided by SAG.

Mooshak

**Social Media & Content Marketing Intern**

*April' 2016- Jan' 17*

* Responsible for creating relevant content for new and daily users by using different keywords, hashtags, doodles, AVs, and various creative art forms.
* Oversee the strategy development of digital and social media marketing strategies across all platforms.
* Accountable for creating product awareness and trust via social media platforms like Facebook and Twitter, etc.
* Helped and execute Public relation strategy.
* Researched and developed relevant and trending content from different sources and updated the database daily through various creative ways.

CNBC Awaaz

**Editorial Assistant**

*May' 2015- June' 15*

* Assisted the news editor in day to day news gathering and broadcasting.
* Aided in writing and editing using desktop software like iNews.
* Helped with basic reporting, identifying news elements, and turning them into impactful news stories.

**Education**

**Sikkim Manipal University**

Bachelor of Arts in Journalism & Mass Communication

July'14- July'17

**Amity University**

Diploma in Advertising & Brand Management

July'15- Jan'16