

# Haritha Seema Jyothi

## MARKETING STRATEGIST

### PROFESSIONAL SUMMARY

Results-driven Marketing Strategist with expertise in **digital marketing, e-commerce strategy, and brand management**. Proven ability to drive **online brand presence, social commerce, and data-driven marketing campaigns**. Adept at collaborating with cross-functional teams to **optimize brand identity** and enhance **customer engagement**. Passionate about the beauty industry and leveraging innovation to achieve business growth.

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### EDUCATION

#### Masters in Business Administration | 2022-2023

*University of the West of England, Bristol*

Relevant Coursework: Challenges and Opportunities for Small and Medium sized Businesses in adopting AI Technology in the digital consumer market

#### Bachelor of Science (Physics) | 2019-2022

*Mar Ivanios College, University of Kerala, India*

Relevant Coursework: Majors in Physics with Chemistry and Math as subsidiary paper.  
Project: Astronomy and Semi Conductors (2 Nos)

### PROFESSIONAL EXPERIENCE

#### Marketing Strategist | April 2025 – Present

*Macins Group of Companies - UAE*

- Spearheading **B2B marketing** initiatives to pitch interior fit-out services to **retail and commercial clients**, with a special focus on the jewellery sector.
- **Created and executed** pitch decks for **high-end clients**, enhancing brand positioning and client engagement.
- Designed **social media campaigns**, managed **content calendars**, and **increased digital footprint** using tools like **Canva and Meta Suite**.
- Coordinated **branding and event support** materials for project handovers, proposal setups, and corporate presentations.

#### Marketing & Brand Specialist | March 2024 – Present

*AM Health Hub - UAE*

- Managed **website design, content updates**, and **SEO** to improve online visibility.
- **Created and published blogs** on medical tourism, wellness, and health awareness.
- Handled **client coordination** for international patients and healthcare partners.
- Planned and delivered **podcast episodes** including scripting, voiceover, and final output.
- Designed and scheduled **social media posts** on health tips, awareness days, and doctor interviews.
- Worked closely with designers, developers, and medical professionals to maintain **brand consistency**.
- Supported **digital marketing campaigns** for global healthcare promotion.

## Marketing & Events Associate | Aug 2023 – April 2025

### (Social Media Manager to the Chairman and CEO)

*Aries Group of Companies – India & UAE*

- **Customer Service & Client Relations**- Interacted with international clients, ensuring excellent service and satisfaction.
- **Communication & Digital Support**- Managed customer interactions through social media and digital platforms.
- Managing **personal branding** for **Sir Sohan Roy**, including content creation, social media growth, and event promotions.
- Handled major branding initiatives for high-profile projects like the **Karnika Movie**, coordinating with **Media, FM channels, and influencers for PR and red carpet events**.
- Played a key role in the **KCL Cricket League** promotion, content strategy, poster design, and coordination with internal teams.
- **Event & Service Coordination**- Hosted corporate events, facilitated smooth client experiences.
- Manage **social media branding and content strategy** for high-profile clients, ensuring brand consistency across **LinkedIn, Instagram, Facebook, and YouTube**.
- Develop and execute **data-driven digital campaigns**, leading to increased **audience engagement and conversions**.
- Collaborate with design, media, and e-commerce teams to enhance **brand storytelling and digital experiences**.

## Marketing and Events Intern | May 2023 – Jun 2023

*Male' Water & Sewerage Company Pvt. Ltd*

- Assisted in **marketing campaign execution**, content creation, and corporate event planning.
- Conducted **market research and consumer analysis** to optimize campaign strategies.

## SKILLS & CORE COMPETENCIES

- *Digital Marketing & E-commerce*
- *Social Commerce & Online Brand Strategy*
- *Performance Marketing & ROI Optimization*
- *Content & Social Media Management*
- *Data Analysis & Market Research*
- *Stakeholder & Partner Management*
- *Budget Planning & Forecasting*
- *Anchoring and Events Hosting*
- *Podcast and Content Creation*

## CERTIFICATIONS & ADDITIONAL ACHIEVEMENTS

- Google Analytics & SEO Certification
- Meta & LinkedIn Ads Certification
- Event Hosting & Anchoring Experience
- National Balshree Award Nominee (2019)

Reference upon Request

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