



# PEERZADA ABDUL HANAN

## MARKETING ASSOCIATE - DIGITAL & CONTENT

### CONTACT

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### EDUCATION

2022 - 2024

CHANDIGARH UNIVERSITY

- Master of Business Administration (Marketing & Finance)

2018 - 2021

CLUSTER UNIVERSITY OF SRINAGAR

- Bachelor of Business Administration

### SKILLS

#### Communication & Content Skills:

- Strategic Internal Communications
- Content Creation (Written, visual, Video)
- Copywriting (especially for executive social media)
- Message crafting (for diverse audiences)
- Digital Content Development
- Brand Governance & Consistency

### PROFILE

A results-driven Marketing Associate specializing in social media management, communications, and content creation, with experience across education, corporate, and technology-led organizations. Proven expertise in managing end-to-end social media operations, producing high-impact visuals and written content, and supporting brand visibility through campaigns, events, and storytelling. Adept at working cross-functionally, maintaining brand governance, and translating strategic objectives into engaging digital narratives that drive community engagement and thought leadership.

### WORK EXPERIENCE

#### Inventure Academy

AUG 2025 - PRESENT

Marketing Associate - Digital & Content

- Executed digital marketing and communications initiatives across multiple campuses, supporting brand visibility, running campaigns, and community engagement.
- Managed end-to-end social media operations for Instagram, Facebook, LinkedIn and YouTube under strategic guidance, ensuring brand and messaging consistency.
- Planned, created, edited, scheduled, and published content aligned with approved monthly content calendars.
- Produced 8-10 Instagram Reels, 6-8 feed posts, and daily stories, including real-time coverage of academic, cultural, and community events.
- Led Live social media coverage for workshops, performances, and school events, including Instagram Live sessions when feasible.
- Managed LinkedIn company page content, including thought leadership posts, leadership/faculty articles, employee advocacy, and engagement management.
- Handled YouTube Channel Operations, including Video uploads, Descriptions, titles, playlists, and thumbnail coordination.
- Shot and edited high-quality photo and video content showcasing campus life, student projects, testimonials, and teacher stories.
- Collaborated with designers to create platform-specific creatives for social media, ad campaigns, brochures, flyers, and other print assets.
- Wrote clear, engaging, and on-brand copy for digital ads, social media captions, print collateral, and event promotions.
- Ensured all visual and written outputs adhered strictly to brand guidelines and tone of voice.
- Built and maintained a well-organized digital asset library, tagging content by event, date, and theme for future use.

#### **Event & Project Management:**

- Event Planning & Execution
- Launch Management
- Project Management & Tracking (MS Excel)
- Vendor Management
- Budget Management & Adherence

#### **Technical & Creative Tool Skills:**

- Video Editing (Camtasia, Adobe Premiere, Filmora, Clipchamp)
- Graphic Designing (Canva)
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Intranet Content Management
- Social Media Platform Management
- SharePoint

#### **Interpersonal & Strategic Skills:**

- Cross-functional Collaboration
- Stakeholder Management (including senior leadership - SVP)
- Public Relations (PR) coordination (international)
- Employee Engagement Strategy
- Strategic Planning & Execution
- Problem-Solving
- Time Management
- Attention to detail
- Thought Leadership

## **HOBBIES**

- Photography
- Poetry
- Hiking
- Reading

## **LANGUAGES**

- English
- Urdu
- Kashmiri
- Hindi

#### **Inventure Academy**

AUG 2025 - PRESENT

##### Marketing Associate - Digital & Content

- Provided event marketing support through Pre-event teasers, Countdowns, speakers introductions, reminders, and urgency posts.
- Delivered post-event content within 48 hours-72 hours, including highlight reels, recap posts, speakers thank-you/testimonial creatives, and amplification.
- Coordinated with PR and external partners by sharing event highlights, quotes, and visual assets for post-event coverage.
- Helped in designing the website and asset management for the same, maintaining the brand guidelines.
- Supported pan-campus and special initiatives, including cross-campus campaigns, community school projects, admissions collaterals, and brand documentations updates.
- assisted in community management, responding to comments and messages while driving proactive engagement.

#### **Schneider Electric Pvt Ltd**

MAR 2024 - JUL 2025

##### Marketing Specialist

- **Strategic Internal Communications & Engagement:**
  - Crafted and delivered compelling internal communication messages tailored for a diverse global audience across various organizational levels within Power Products – Int hub.
  - Developed and managed comprehensive internal communications channels, including enterprise newsletters, intranet content, and internal social media platforms, to enhance information dissemination and employee engagement.
  - Supported and executed strategic internal and external communication initiatives to align employees with key business objectives and organizational vision.
- **Event & Launch Management:**
  - Played a pivotal role in the end-to-end planning, coordination, and execution of multiple high-profile internal and external launch events and strategic initiatives for the Business Unit.
  - Collaborated extensively with cross-functional teams and international Public Relations (PR) teams to ensure seamless event logistics and successful initiative rollout.
  - Functioned as a key support and leader for major launch events, ensuring adherence to project timelines and successful stakeholder engagement.
- **Digital Content & Creative Management:**
  - Managed the social media presence for the SVP of the Business Unit, including strategic content planning, compelling copywriting, and generating engaging posts and articles for LinkedIn, significantly enhancing executive thought leadership.
  - Collaborated closely with creative teams and external agencies to conceptualize and design visually appealing videos and graphics for internal communications and public-facing social media campaigns.
  - Authored and edited diverse digital content, including posts, articles, and presentations, ensuring alignment with brand voice and strategic messaging.

## CERTIFICATIONS

- Production & Operation Management - NPTEL
- GTC 2023 - NVIDIA
- Kona Kona Shiksha - NISM
- Data Analytics - LinkedIn
- GDPR (General Data Protection Regulation) - Schneider Electric
- The fundamentals of digital Marketing certification - Google Digital Garage

### Schneider Electric Pvt Ltd

MAR 2024 - JUL 2025

#### Marketing Specialist

- Designed original logos and various graphic assets using industry-standard tools like Canva, supporting multiple project requirements.
- **Multimedia Production & Editing**
- Edited and refined video content for various platforms using a suite of professional tools, including Camtasia, Adobe Premiere Pro, Clipchamp, and Filmora, ensuring high-quality visual storytelling.
- Managed the entire creative project lifecycle, from brief development to final delivery, ensuring all outputs consistently maintained the stringent brand guidelines and quality standards.
- **Vendor & Project Management**
- Successfully onboarded and managed relationships with external creative agencies, meticulously overseeing project scope, deliverables, and ensuring work was completed within allocated budget and timelines.
- Tracked and managed multiple simultaneous tasks and project progress efficiently using Microsoft Excel, maintaining clear oversight of Project statuses and resource allocation.
- **Industry Acumen & Best Practices**
- Continuously stayed abreast of emerging industry trends, best practices, and technological advancements in internal communication, marketing, and digital content creation to inform strategy and optimize outcomes.

### Axis Bank Limited

JUL 2023 - AUG 2023

#### Business Development Intern

- Identifying potential clients/leads involves finding the potential customers who could benefit from the services provided.
- Building lead lists by compiling contact information of potential customers after researching.
- Generating leads by knowing the needs of the customers.
- Sending out emails, or connecting f2f with the client and understanding their requirements.
- Supporting the clients in the onboarding process.
- Following up with the customer after the onboarding process.

### Nurture Careers

JUN 2021 - APR 2022

#### Marketing Executive (Social Media & Communications)

- Strategized, developed, and executed Social media campaigns across platforms including Facebook, Instagram, LinkedIn, and YouTube.
- Created, curated, and scheduled engaging, brand content to align with marketing objectives and enhance audience engagement.
- Managed Digital Brand presence and led community management by responding to customer queries, comments and other interactions.
- Monitored key performance indicators (KPIs), analyzed campaign performance, and delivered actionable insights through detailed reporting to optimize ROI.
- Contributed to public relations efforts and supported integrated communication strategies across channels.

## DECLARATION

I hereby declare that the information provided in this curriculum vitae is true and accurate to the best of my knowledge and belief, and I am willing to submit any proof documents if required.

### Muskurahat Foundation

MAY 2021 - JUN 2021

#### Fundraiser Intern

- Raising Funds for the NGO.
- Connecting with Potential donors and agencies.
- Pitching the initiative of the NGO.
- Delivering within the given timeframe.
- Connecting with Schools for educational purposes of the underprivileged children living in slums.

## ACHIEVEMENTS

- **Elevated Executive Thought Leadership:** Grew the SVP's LinkedIn follower base by 2,000+, achieving 1M+ impressions through consistent creation and strategic dissemination of high-value content, significantly expanding executive reach and influence.
- **High-Impact Social Media Performance:** Produced and managed Instagram content generating 300K+ views, driving strong engagement across key campaigns, events, and initiatives.
- **Strong Digital Visibility & Reach:** Delivered cumulative 1.5M+ profile and content views across Instagram, LinkedIn, and Facebook through strategy-led, consistent content execution.
- **Audience Growth Across Platforms:** Increased follower count by 5,000+ each on Instagram, LinkedIn, and Facebook, strengthening overall brand presence and community engagement.
- **Content Quality & Brand Governance:** Ensured all high-performing content adhered strictly to brand guidelines, tone of voice, and platform best practices, enabling sustained engagement growth.
- **Successful Event & Launch Execution:** Led end-to-end execution of 5 external events and product launches, and managed 10 internal townhalls and corporate events, ensuring seamless delivery and strong stakeholder engagement.
- **High-Volume Content Production Leadership:** Oversaw production and management of 150+ videos and 300+ slide decks within 10 months, coordinating with external agencies to meet creative briefs, timelines, and quality standards.
- **Talent Development & Team Leadership:** Led and mentored 63 Graduate Engineering Trainees (GETs) on their inaugural BU project, overseeing communication strategy, content delivery, and asset creation.
- **Recognition for Social Media Excellence:** Awarded "Best Performer" for strategic planning, execution, and performance of social media platforms.
- **Agency & Cross-Functional Collaboration:** Acted as the primary liaison between internal teams and external agencies, streamlining workflows for events, video production, and creative initiatives.
- **Program & Knowledge Management:** Successfully managed the GET video program and designed a centralized SharePoint knowledge repository, improving asset accessibility and cross-team collaboration.
- **Brand & Executive Visibility:** Played a key role in positioning SVPs as thought leaders and speakers across internal and external platforms through targeted content and strategic promotion.