


Muskan Verma


Social Media & Brand Lead

Passionate about writing and making businesses thrive!



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WORK EXPERIENCE

Chief Marketing Officer Fabwelt Token

11/2021 - 10/2022

Achievements/Tasks

- Guiding the marketing team on prioritizing and optimizing all marketing efforts, including- ASO, ASA, Paid advertising across Facebook & Google, SEO/SEM, CRM efforts (Web Engage) with a focus on finding profitable and scalable channels of growth
- Collaborating with relevant external partners (brand or digital marketing agencies) to define brand building and digital marketing strategy
- Building and developing a high-performance team and managing a team of 7 marketers and 3 designers to execute the strategy & ensuring that the team has the right competencies and is geared for the future
- Design, plan and execute effective marketing campaigns

Social Media & Brand Lead Rage Effect

07/2022 - 03/2023

Achievements/Tasks

- Oversee all social media campaigns, including managing associates and producing content calendars
- Develop and maintain the brand identity and messaging
- Tracking metrics including engagement, conversion rates, social sharing, and click through
- Analyze and report on the effectiveness of social media campaigns and adjust strategies as necessary
- Engage with the community and stakeholders to build relationships and increase brand awareness

Creative Copywriter Freelancing

08/2022 - Present

Achievements/Tasks

- Research and understand the project's needs and target audiences, through online searches, reviews of existing research, interviews with subject matter experts
- Write original copy and edit content for a range of marketing and communications materials
- Interpret creative briefs to develop and produce creative concepts through execution
- Find smart, creative ways to repurpose content for and from strategic articles, blogs, and podcasts
- Write impactful headlines and calls-to-action

SKILLS

Communication

Social Media Management

Content writing

Digital Marketing

Google Analytics

Marketing automation tools

EDUCATION

B.tech (08/2015 - 08/2019)

- GNIOT

Digital Marketing & Communications
(01/2021 - 01/2022)

- MICA

LANGUAGES

Hindi

Full Professional Proficiency

English

Full Professional Proficiency

INTERESTS

Writing

Reading books

Fitness