

RUPALI ROY CHOUDHURY

BBA STUDENT

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 Greater Noida, UP

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Profile

I am a results-driven marketing manager with comprehensive experience in social media marketing strategy and influencer marketing. I have a proven track record of creating compelling content, growing online communities, and executing successful influencer campaigns. I confidently manage the entire partnership lifecycle, from sourcing and meticulous negotiation to final content approval, consistently delivering high-quality results that elevate brand presence.

Professional Experience

INFLUENCER MARKETING MANAGER, DATE THE RAMP

09/2025 – Present
NOIDA

- Identified, vetted, and sourced on-brand fashion influencers for collaborations, aligning their audience and aesthetic with company marketing goals.
- Managed end-to-end influencer negotiations, structuring and finalizing contract terms, deliverables, final script and compensation for both paid campaigns and sourcing partnerships.
- Oversaw all influencer relationships and campaign execution, ensuring the timely delivery of high-quality, on-brand content to meet sourcing and marketing objectives.
- Led influencer outreach and partnership strategy, building a robust network of fashion creators to drive brand awareness and secure authentic content.

SOCIAL MEDIA MARKETING MANAGER, FORTUNA INESTATES

02/2025 – 03/2025
Noida, India

- Designed and produced all social media content, including creating graphics, designing posters, editing videos and photos, and writing compelling captions for platforms like Instagram and Facebook.
- Managed the company's YouTube channel, responsible for uploading and optimizing video content with strategic descriptions and hashtags to maximize reach and engagement.

MARKETING EXECUTIVE (FASHION), DATE THE RAMP

07/2024 – 12/2024
Noida, India

- Marketing executive in fashion focused on brand promotion, market research, and social media management. Creates engaging campaigns, write blogs, analyzes trends, and collaborates with teams to boost sales and increase brand awareness in the competitive fashion industry.
- Build relationships with customers through targeted communications and personalized marketing efforts.

CORE MEMBER, SKILL SQUAD COMMITTEE

Greater Noida, India

- Organised many events being a core member of the skill squad committee as well as management committee.
- Anchored in many college events.

Education

Bachelor of Business Administration (BBA), LLOYD COLLEGE OF TECHNOLOGY AND DEVELOPMENT

08/2023 – Present
Greater Noida, India

Higher Secondary Education, CARMEL JUNIOR COLLEGE (ICSE BOARD)

07/2021

JAMSHEDPUR, India

Skills

- Influencer Marketing
- Social Media Marketing
- Script Writing
- Canva(Reel/Story Editng)
- Excellent Negotiating Skills
- Advance Excel
- Ability to work collaboratively in team environments.
- SEO/SEM Management
- Digital Marketing
- Performance Marketing
- Java Script (Basic)
- Strong organizational and time management abilities.
- Effective communication and interpersonal skills.

Languages

- English
- Hindi
- Bengali

Interests

- Reading
- Dancing
- Singing
- Writing