

# Tushar Mehta

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in LinkedIn ➤ Bio Link

## 🧩 OBJECTIVE

Forward-thinking individual partly experienced in handling the strategies of a business venture. Looking to join a progressive organization to utilize my passion for business in helping the company's growth while gaining more experience.

## 🎓 EDUCATION

**Bachelors in Business Administration and Management,** 2020 – present  
**IILM UNIVERSITY, GURUGRAM**

CGPA: 8.26

- Member of IILM University's Core Placement Committee; organized a Career cum Internship fair for UG students looking for summer internships.

**CBSE CLASS 12, DAV PUBLIC SCHOOL, GURUGRAM** 2019

Science - 466/500 or 93.2%

Activities and societies:

- School Vice Sports Captain
- Captain of School Handball Team
- Member of School Science Quiz Team

## 💼 PROFESSIONAL EXPERIENCE

**Marketing Lead, Segmind** 🌐 05/2022 – present

- Established and configured reports to measure campaign results and recommend methods to increase conversion rates, reduce opt-outs, etc.
- Created content calendars and scheduled content for brand channels, including email and social; measured and optimised campaigns.
- Developed content for decks and ensured all visuals and copy were concise, compelling, and on-brand.

**Marketing Generalist, Owled Media** 🌐 06/2021 – present

- Developed and implemented a successful social media plan which increased Instagram followers by **250% in less than a year**.
- Created content calendar and strategy for 4 Youtube channels, 2 Instagram pages, and 1 Twitter handle.
- Worked on **professional presentations** and participated in meetings to build brand strategies for startups such as CASHe, LoopHealth, INDMoney, and Ideated to help them stand out on social media.

**Social Media Marketing Intern, Seekho.ai** 🌐 01/2022 – 04/2022

- For the brand's Instagram and Twitter handles, created content and **written relatable copies**.
- To acquire customers, **written ad copies**, conducted a sale campaign, and **sent out push notifications**.

## 🏠 ORGANISATIONS

**The Period Society, Haryana, Project Coordinator**

The period society is a youth-funded initiative that works towards menstrual health and hygiene at a global & local level.

**Duties:**

- Assisted the team with the strategy and implementation of the offline campaign

## 🧠 SKILLS

Copywriting | YouTube SEO | Market Research and Analysis | Newsletter Marketing

## 🏆 AWARDS

**Outstanding Scholar Award** 2019  
Awarded with the prestigious Outstanding School Scholar Award for class 12 board result

**1st Prize Science Quiz** 2018  
Secured 1st prize in District Level Science Quiz Competition