

SHUBHANGI ACHARYA

PR & DIGITAL MARKETING HEAD

CONTACT



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Indirapuram, Ghaziabad

EDUCATION

**PG. DIPLOMA IN TV JOURNALISM FROM
AAFT, NOIDA | 2019-2020 (TOPPER OF
MY COLLEGE 99.2%)**

**BA POLITICAL SCIENCE HONS. FROM
DELHI UNIVERSITY | 2016- 2019 (2ND
TOPPER)**

**OFFICE MANAGEMENT FROM
MEERABAI INSTITUTE OF
TECHNOLOGY, GOVT. OF NCT UNDER
BTE , DELHI | 2016-2019.**

**HIGHER SECONDARY FROM KENDRIYA
VIDYALYA SECTOR-24, NOIDA UTTAR
PRADESH IN 2016.**

Digital Marketing and Public Relations Head has a track record of developing transformational campaigns and effectively managing public relations efforts. Proficient in developing and implementing complete digital marketing strategies, employing cutting-edge technology, and delivering outstanding results. A talented communicator with good media relations and crisis management skills, capable of maintaining a favourable brand image and developing long-term partnerships with stakeholders. A visionary leader who is passionate about driving business growth and increasing brand recognition via innovative marketing and public relations initiatives.

WORK EXPERIENCE

Khadi Mauri Herbals- 28 Aug 2023-Till date

- Spearheaded social media initiatives, achieving a remarkable 72% growth in engagement across all platforms within three months.
- Orchestrated and executed captivating social media campaigns, resulting in a substantial increase in sales, contributing to a revenue of 2.5 lakhs.
- Devised and implemented enticing offers, giveaways, contests, and engagement strategies to enhance brand visibility and customer loyalty.
- Collaborated with cross-functional teams to integrate marketing efforts and maintain brand consistency across various channels.
- Provided strategic insights to optimize the digital marketing approach, contributing to the overall growth and success of the brand.

Achievements:

- Achieved a 72% hike in social media engagement, surpassing industry benchmarks and enhancing brand reach.
- Generated sales of 2.5 lakhs through targeted social media campaigns, showcasing creativity and strategic thinking.

HBF Direct Limited Jan 2022- June 2023

- Developed and executed holistic digital marketing strategies, incorporating SEO, SEM, content marketing, social media, email marketing, and influencer collaborations.
- Handled a team of 300/350 across globe.
- Have lead 70+ projects in different Industries.
- Successfully integrated public relations efforts with digital marketing initiatives, resulting in enhanced brand reputation and increased media coverage.
- Leveraged data analytics and market research to identify target audiences and optimize marketing campaigns for maximum impact.
- Collaborated with cross-functional teams to ensure consistent messaging and brand positioning across all marketing channels.
- Implemented marketing automation and CRM systems to streamline lead nurturing and customer relationship management.
- Utilized crisis communication strategies to manage sensitive situations and maintain a positive brand image during challenging times.
- Artificial Intelligence (AI) & Machine Learning: Leveraged AI-powered tools for data analysis, personalization, and chatbot implementation to enhance customer experience.

SKILLS

- Strategic planning
- Digital marketing
- Brand management
- Analytics
- Team leadership
- Market research and analysis
- Budget management
- Project management
- Content creation
- Reporting
- Video production
- Social media management
- Analytics
- Newsroom collaboration
- Emerging trends and best practices
- Crisis communication
- Knowledge of the free tools available
- Having skills with the latest Digital Marketing Technology Tools and platforms
- Skills to run Viral Marketing Campaigns
- Incorporation of Visual Advertising Skills
- Having skills with the latest Digital Marketing Technology Tools and platforms
- Voice Search Optimization: Developed voice search strategies to optimize content and capture the growing market of voice search users.
- Video Marketing: Utilized video content across social media platforms and websites, driving higher engagement and conversions.
- Augmented Reality (AR) & Virtual Reality (VR): Developed interactive AR/VR experiences for brand activations and product demonstrations.
- Personalization & Customer Segmentation: Implemented personalized marketing campaigns based on user behavior and preferences.
- Influencer Marketing: Collaborated with industry influencers to expand the brand's reach and credibility among target audiences.
- Mobile Marketing: Optimized all digital assets for mobile devices to cater to the growing number of mobile users.
- Interactive Content: Developed quizzes, polls, and interactive infographics to engage audiences and encourage participation.
- User-Generated Content (UGC): Leveraged user-generated content to build trust, authenticity, and foster a sense of community around the brand.
- Led the public relations team, developing and executing strategic PR campaigns that garnered extensive media coverage and increased brand awareness.
- Established and maintained strong relationships with key media outlets, journalists, and influencers to secure positive media placements.
- Successfully handled crisis communication situations, safeguarding the brand's reputation during challenging times.
- Created compelling press releases, media kits, and pitch materials to effectively communicate the company's key messages.
- Organized press conferences, media events, and product launches, ensuring a seamless execution and maximum media attendance.
- Implemented a media monitoring system to track and analyze media coverage and sentiment, providing valuable insights to the management team.

RELEVANT SKILLS

- Brand Storytelling
- Social Media Analytics
- Media Pitching
- Customer Journey Mapping
- Content Strategy
- Data Privacy & Compliance
- Online Reputation Management:
- Project Management
- Influencer Identification
- Marketing Analytics Tools
- Budget Management

Zee News 2019- 2021

- 2 Years Experience in Zee news on social Media wing was responsible for engagement and traffic on Twitter, Koo and Instagram. Key deliverable includes website traffic, engagements and social media performance.
- Curate and publish breaking news updates, engaging stories, and multimedia content across various social media platforms, including Facebook, Twitter, Instagram, and YouTube.
- Made 1 M followers on Koo in 22 days.
- Monitor trending topics and news events in real-time to quickly respond and provide up-to-date coverage to Zee News followers.
- Collaborate with the editorial team to source and verify news stories, ensuring accuracy and adherence to journalistic standards.
- Generate creative and engaging content, including short videos, infographics, and live streams, to capture audience attention and boost engagement.
- Analyze social media performance metrics and audience insights to optimize content strategy and drive increased audience reach.
- Respond to audience comments and messages, fostering a strong sense of community and building rapport with Zee News followers.
- Collaborate with newsroom teams to identify and cover breaking news stories on social media.
- Manage social media accounts, including content creation, scheduling, and community management.
- Increase engagement rates on social media platforms by developing and executing successful social media campaigns
- Measure and analyze social media metrics to optimize campaigns and improve content performance.
- Conducted interviews and research to produce news stories for social media platforms.
- Collaborated with newsroom teams to identify and cover breaking news stories on social media.
- Actively participate in editorial meetings, pitching story ideas, and suggesting new ways to enhance Zee News' social media presence.
- Create and publish social media content across various platforms, including Twitter, Facebook, and Instagram
- Conduct interviews and research to produce news stories for social media platforms.