



SUMMARY

2+ years of experience in social media and influencer marketing .
Gathering requirements from clients, strategy and execution of the campaigns.

EDUCATION

INSTITUTE OF HOME ECONOMICS, Affiliated to Delhi University

Bachelor's Degree in Elementary Education
Duration: 2019-2023

SKILLS

- Strategies
- Planning
- Team Work
- Campaign Management
- Problem Solving
- Negotiation
- Team Management
- Multiple Task Management

CERTIFICATIONS

- Fundamentals of Digital Marketing by
GOOGLE
- Born on Instagram certificate by META

PROFESSIONAL EXPERIENCE

Hype Marketing (Marketing Executive) May 2023- March 2024

Social Dukan (Campaign Manager) Feb 2022- March 2023

RESPONSIBILITIES

Marketing Executive

- Responsible for campaign management, from identifying the right influencers as per the campaign needs to reporting
- Planning campaign strategy and execution
- Negotiate influencer contracts for all influencer collaborations
- Schedule content review meetings and recap meeting
- check-points, ensuring all key partners are in attendance
- Reporting Campaign Success and evaluating the performance
- Collaborating and maintaining relationships with digital influencers
- Looking for strategic partners to collaborate
- Schedule meetings with strategic partners and on-board them.

Campaign Manager

- Requirement analysis and discussion regarding the budget.
- Identified trends and developments in the industry.
- Responsible for campaign management, from identifying the right influencers as per the campaign needs to be reported
- Planned Campaign Strategy and Execution
- Planned Campaign Communication
- Negotiate influencer contracts for all influencer collaborations
- Scheduled content review meetings and recap meeting
- check-points ensure all key partners are in attendance
- Client coordination
- Reported campaign success and evaluated the performance
- Collaborated and maintained relationships with digital influencers

BRANDS WORKED WITH

- Mama Earth- Skincare and cosmetics brand
- Paytm- Digital Payment Brand
- Slurp Farm - Food Brand
- Cocomo- Skincare Brand
- Wicked good - Healthy food brand
- Pepsico - FMCG product
- Tim Hortons -Canadian Coffee Brand
- Tresemme - Hair care brand
- Pansari- FMCG Brand