

NISHTHA JOHAR

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DIGITAL MARKETER

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C-4/73-A Keshav Puram, New Delhi-35



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
- Content Creation

CERTIFICATIONS

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

BRANDS WORKED WITH

- **Mama Earth**- Skincare 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

PROFESSIONAL EXPERIENCE

Freelancing with Hype Marketing
May 2023- March 2024

Freelancing with Social Dukan
Feb 2022- March 2023

RESPONSIBILITIES

- Responsible for campaign management, from identifying the right influencers as per the campaign needs to reporting
- Requirement analysis and discussion regarding the budget.
- Identified trends and developments in the industry
- Negotiate influencer contracts for all influencer collaborations
- Client coordination
- Schedule content review meetings and recap meeting
- Collaborating and maintaining relationships with digital influencers
- Reported campaign success and evaluated the performance
- Schedule meetings with strategic partners and on-board them.