

Shipra Sawarn

Advertising & Marketing Professional | Influencer Marketing | Client Servicing

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Professional Summary

Marketing professional with 4+ years of experience in Account Management, Influencer Marketing, and Integrated Campaign Execution across ATL, BTL, and digital channels. Proven ability to lead end-to-end influencer campaigns, manage brand community programs, and execute large-scale events while ensuring strong stakeholder communication and data-driven campaign optimization. Skilled in balancing creative vision with operational excellence to deliver impactful brand experiences.

Core Competencies

- Influencer & Community Marketing
- Account & Campaign Management
- Email Marketing & CRM
- Event Activation & On-ground Marketing
- Brand Partnerships & Stakeholder Communication
- ATL & BTL Campaign Execution
- Traditional Media Planning
- Data Management & Reporting

Professional Experience

Tangent Ideas & Technologies | Account Manager | Aug 2023 - May 2025

- Led end-to-end influencer marketing campaigns for HP and Kaspersky, owning the full cycle from influencer onboarding to successful campaigns execution.
- Strategized and executed both barter and paid influencer collaborations, maximizing brand exposure while optimizing campaign budgets and ROI.
- Drove high-impact brand community programs for HP, boosting audience engagement through integrated online and offline activations.
- Spearheaded large-scale events and activations for HP, Kaspersky and Western Digital, including IPL screenings and key partner meets to enhance brand visibility.
- Targeted B2B email marketing campaigns supporting HP's sales pipeline and demand generation with data-driven insights.
- Owned creative asset approvals and campaign communications, ensuring brand consistency and effective messaging across all touchpoints.
- Utilized advanced Excel skills to maintain, analyse, and optimize partner and sales team databases to improve targeting and campaign performance.

Dentsu Aegis Network | Senior Business Executive | Feb 2019 - Nov 2019

- Designed and implemented comprehensive media plans across TV, Radio, and Print for clients Suzuki Two Wheelers and Bata.

Mediacom (GroupM) | Business Executive | Feb 2018 - Jan 2019

- Contributed to traditional media campaigns for Subway and new business pitches with strategic media planning for print and radio.
- Executed detailed market research to identify trends and support campaign effectiveness.

Havas Media | Management Trainee | Jul 2017 - Feb 2018

- Assisted in media planning, reporting, and analysis for consumer brand campaigns.

World Robotics Olympiad | Event Coordinator | May 2017

- Coordinated logistics and provided on-ground support for an international-level competition with diverse participants.

LG Electronics | Marketing Intern | May 2016

- Supported in-store promotional activities and conducted local market research to enhance brand visibility.

Education

- Postgraduate Diploma | Apeejay Institute of Mass Communication | 2016–2017
- Bachelor of Business Administration | Sikkim Manipal University | 2013–2016

References

- Upamanyu – Brand Director, Tangent Ideas & Technologies | 9830709970