

Jidnya Gulgule

Marketing Professional

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Graduate Visa (Valid till Jan 5th 2026)

SUMMARY

Creative and high-speed thinker with over two years of experience in agency marketing and customer service. Proven track record in managing and updating website content, executing creative campaigns, and providing insightful analytics and reports. Armed with a Master’s degree in Marketing and Media from the University of Essex, my notable career achievement includes leading a targeted campaign that resulted in a **65%** increase in lead generation. Eager to drive brand engagement and achieve marketing goals with my strategic mindset and hands-on marketing experience in my next role.

SKILLS

- HubSpot, Klaviyo, Mailchimp
- Sprout Social, Hootsuite, Meta (Facebook), Tiktok, Instagram, LinkedIn, YouTube
- Google Ads, Facebook Business Manager, LinkedIn Campaign Manager, Google Analytics (GA4)
- Adobe Creative Suite, Canva, WordPress
- Google sheets, Excel, Tableau, Slack, Trello, ClickUp, Zendesk

WORK EXPERIENCE

Digital Marketing Executive

Zupees Agency Ltd

Feb 2024- July 2024

London, UK

- Developed and executed targeted email campaigns using HubSpot, resulting in a 25% **increase in lead generation** and a 20% increase in click-through rates
- Supported client meetings and new business pitches, **securing two new major clients** and expanding the client portfolio by 15%.
- Created engaging social media content and implemented a comprehensive strategy, boosting user engagement by 30% and **increasing website traffic by 20%**
- Developed and managed **affiliate marketing strategies**, resulting in a 20% increase in overall ROI.
- Monitored and reported on campaign performance using **Google Analytics and social media tools**, improving social media response times by 15% and enhancing campaign effectiveness.
- Led the production of **Founder-Led sales and marketing podcasts** on LinkedIn and YouTube, significantly boosting the company's thought leadership presence.

Social Media Marketing Intern

Exclusive Women Event (EWE)

Oct 2023- Jan 2024

London, UK

- Assisted in developing and managing a **social media content calendar**, ensuring timely and consistent posting across platforms.
- Created engaging **visuals and posts using Canva**, contributing to a 20% growth in followers.
- Executed targeted social media campaigns that improved **overall engagement by 25%**.
- Launched a **TikTok campaign** that reached over 550K views, driving a 22% increase in app downloads.
- Conducted **keyword research** with Google Trends to optimize content, boosting organic search performance by 18%.

Customer Support and Marketing Executive

The Souled Store Private Ltd

Jan 2020- Aug 2022

Mumbai, India

- Maintained a 90%+ satisfaction rate and reducing response times by 25% through efficient handling of high-volume **escalation calls and emails**.
- Produced compelling **marketing collateral and PR materials**, leading to a 15% decrease in escalated customer issues by establishing comprehensive style guides and FAQs for customer service teams.
- Leveraged HubSpot for comprehensive **customer feedback analysis**, resulting in a 15% increase in sales through targeted marketing strategies.

EDUCATION

Masters in Marketing, Media, and Advertising

University of Essex

Sep 2022 – Oct 2023

Colchester, UK

-Modules: Digital marketing, Consumer behaviour, Sustainable marketing, Advertising and media

-Dissertation: ‘Sustainable marketing: How the Fast-fashion industry is promoting its products during this sustainable era’

Bachelors in Management Studies (Marketing)

Bhavans College, Andheri

Jun 2015- April 2017

Mumbai, India

-Successfully increased participation by 20% while leading the organization of the cultural fest event ‘Rural Mela and Ethnic Vyapari,’ enhancing the college’s extracurricular profile.

CERTIFICATIONS

Graphic Design Essentials (2024)

Affiliate and Partnerships Industry Fundamentals (2024)

Email Marketing (2024)

Canva

PXA

LinkedIn Learning