

RESUME

YOUVAKSHI THAKUR

MARKETING MANAGER

PROFILE SUMMARY

Dynamic Marketing Manager with 4 years of high impact experience in social media strategy and brand architecture. A proven multitasker, I've successfully led 3 teams simultaneously while excel at transforming blank slate ideas into powerful, recognizable identities most notably engineering the entire brand ecosystem for an IT fintech company from scratch. Known for crafting disruptive digital campaigns, driving rapid audience growth, and blending data, creativity, and cultural insight to build brands that truly stand out.

PROFESSIONAL EXPERIENCE

Marketing Manager, Paypilot
HSR Layout, Bangalore

June 2025 - Present


- Built Paypilot's brand identity from the ground up, shaping a cohesive and recognizable fintech presence.
- Managed 3 cross functional teams simultaneously, ensuring smooth execution across social media, content, and marketing operations.
- Crafted and executed high performing campaigns across Meta and other digital platforms, driving engagement and audience growth.
- Designed, launched, and optimized paid ad campaigns to maximize reach, conversions, and ROI.
- Leveraged data driven insights to refine strategies, improve performance, and enhance brand visibility.


Marketing Manager, AIOH (mother company)
HSR Layout, Bangalore

June 2025 - Present

- Spearheaded social media strategy across Instagram, Meta, Snapchat, and more for portfolio brands, ensuring unified branding and explosive growth.
- Directed cross functional teams in content, ads, and events
- launched targeted campaigns yielding strong ROI
- hosted Riders Adda biker meetups and Bharat Mart activations.
- Applied analytics to supercharge performance, conversions, and community engagement.

CONTACT

 +91 98163 46491

 Helio at Brigade Eldorado
Bangalore

 <https://yuv-portfolio-six.vercel.app/>

- Led the initiative to develop and execute comprehensive social media campaigns, significantly increasing audience engagement and brand visibility.
- Conducted market analysis and competitor research to identify growth opportunities, resulting in content strategies that boosted follower interaction by 40%.
- Optimized social media performance using analytics, enhancing content reach and driving measurable engagement

- Managed client projects, ensuring timely delivery and quality outcomes.
- Designed product concepts and visuals while crafting marketing strategies to boost client engagement.

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EDUCATION

JD Institute of Fashion and Technology,
Bangalore

Master of Business Administration
(MBA), Fashion Business & Event
management

INIFD, Chandigarh

Bsc In Fashion and Apparel Design

AWARDS

Best Future Forge 2024

Innovative Business Plan, HAVEN & HELMS
bike accessories

ACHIEVEMENTS

Aero India 2024

Designed exclusive merchandise for Asia's
Biggest Airshow, #AeroIndia

CERTIFICATIONS

Master of Business Administration
(MBA), Fashion Business & Event
management JD School of Design

Social Media Content Creation	<div></div>	84 %
Creative Problem Solving	<div></div>	90 %
Logo & Brand Identity Design	<div></div>	90 %
Cross functional leadership	<div></div>	100 %

LANGUAGES

- English
- Hindi
- Punjabi