

RESUME

YOUVAKSHI THAKOR

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

June 2025 - Present

HSR Layout, Bangalore

- 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)

June 2025 - Present

HSR Layout, Bangalore

- 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/>

**Social Media Marketing specialist, Instawings
Jayanagar, Bangalore**

March - August 2024

- 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

Project management, Upwork

August 2021 - Dec 2023

Remote, Bangalore

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

Winter Intern, Zara

November - February 2019

Jayanagar, Bangalore

- 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

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

84 %

Creative Problem Solving

90 %

Logo & Brand Identity Design

90 %

Cross functional leadership

100 %

LANGUAGES

- English
- Hindi
- Punjabi

ME