

# Youvakshi Thakur

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## MARKETING MANAGER

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.

### Project management, Upwork

August 2024 - June 2025

Remote, Bangalore

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

### Socail Media Marketing specialist, Instawings

March 2024 - August 2024

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 improvements.

### Wintern Intern, ZARA ( Inditex)

Nov 2019- February 2020

Elante, Chandigarh

- Gained hands-on experience in visual merchandising, understanding how product placement influences customer behavior.
- Learned how store flow and layout impact sales and enhance the shopping experience.
- Developed skills in inventory management, tracking stock levels and optimizing replenishment processes.
- Gained exposure to stock handling and logistics, ensuring products are available and organized efficiently.

## EDUCATION

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

JD Institute of Fashion and Technology, Bangalore

### **Bsc In Fashion and Apparel Design**

INIFD, Chandigarh

## SKILLS

- Product lifecycle management
- Enterprise level data governance
- Cross-functional leadership and stakeholder management
- Using Agile Methodologies
- Strategic planning

## CERTIFICATIONS

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

JD School of Design

### **Certified Agile Product Leader (CAPL)**

Agile Development Association

## AWARDS

### **Best Future Forge 2024**

Innovative Business Plan, HAVEN & HELMS bike accessories

## ACHIEVEMENTS

### **AeroIndia 2024**

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