

NATASHA XAVIER

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EDUCATION

University of Westminster

Masters of Science in Marketing Management

London, United Kingdom

December 2023

Relevant Coursework: Marketing Research Data Analytics, Multiplatform Marketing, Product and Branding Development, Consumer Psychology

St. Joseph's College of Commerce

Bachelor's in Business Administration - International Business

Bangalore, India

June 2020

Relevant Coursework: Financial and Cost Accounting, Marketing Management, Project Management, Innovations Management International business

WORK EXPERIENCE

PICTURES IN MOTION

London, United Kingdom

April 2024 – Present

Social Media Marketing Intern

- Aligned social media content with brand tone and customer-centric messaging, contributing to a 25% increase in social media engagement.
- Utilized Google Analytics and Hootsuite to compile weekly and monthly performance reports, identifying trends and insights to maximize profit across all channels.
- Partnered with cross-functional teams including Production, Content, and PR, driving real-time engagement and amplifying press releases for a TV show.
- Curated and scheduled engaging content across multiple platforms, resulting in a 35% increase in audience interaction and a 20% growth in followers over three months

GREY APPLE ADVERTISING

Remote

Feb 2022 – Feb 2023

Marketing Analyst

- Planned and executed three media branding events, generating an average of 150 new leads per event through strategic market trend analysis
- Improved website ranking for top 10 keywords by an average of 3 positions within 12 months, leading to a 12% increase in leads
- Managed creation of brand-aligned digital and OOH content, resulting in a 15% improvement in brand sentiment and 20% boost in customer satisfaction
- Created and executed targeted marketing campaigns using CRM tools, increasing customer engagement by 25% and contributing to a 15% boost in sales over six months
- Conducted thorough market research and data analysis using Google Analytics, Semrush, and Statista to inform marketing strategies

WALMART GLOBAL TECH

Bangalore, India

Oct 2020 - Feb 2022

Human Resources Analyst

- Streamlined hiring process for a new automated tech hub, reducing time-to-hire by 23% and increasing offer acceptance rate by 12% (implemented ATS, optimized workflows on WorkDay).
- Developed competitive compensation strategies, achieving 95% employee satisfaction and reducing turnover by 10%
- Improved employee engagement by 15% through implementation of surveys, internal communication channels, and recognition programs. Led successful implementation of a new HR platform across Walmart stores in US and Canada, impacting 2,000+ employees
- Led "HelloIST" sessions, fostering collaborative relationships with various teams. This proactive approach demonstrably improved internal communication effectiveness by 8%.

ADDITIONAL

- Digital Marketing & Social Media:** Campaign management, content creation, Hootsuite, Canva, SEMrush
- Analytical Tools:** Google Analytics, Statista, CRM software
- Marketing Strategy:** Data-driven planning, market research, brand positioning
- Project Management:** Cross-functional collaboration, stakeholder management, event planning
- Communication:** Excellent written and verbal communication, client relations
- Creative Content:** Visual storytelling, brand-aligned messaging, platform optimization
- Tech Proficiency:** Microsoft Office Suite, Excel, Workday, HRIS tools