

Contact

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(LinkedIn)

Top Skills

Social Marketing Fulfillment

E-Commerce

Teamwork

Languages

English (Full Professional)

Italian (Limited Working)

Kannada (Native or Bilingual)

Hindi (Native or Bilingual)

Natasha Xavier

Marketing Specialist | Social Media Strategist | MSc Marketing Management | Driving Engagement Through Data-Driven Campaigns

London, England, United Kingdom

Summary

Innovative Marketing Specialist with an MSc in Marketing Management from the University of Westminster, poised to make a significant impact in the UK's dynamic marketing landscape. Combining a strong foundation in marketing principles with hands-on experience in social media strategy, I bring a fresh perspective to driving brand engagement and business growth.

Key Strengths:

- Developing and executing data-driven social media strategies that boost engagement by up to 35%
- Creating compelling, brand-aligned content across multiple platforms (Instagram, TikTok, LinkedIn, Facebook)
- Leveraging analytics tools (Google Analytics, Hootsuite, Semrush) to optimize campaign performance and ROI
- Collaborating with cross-functional teams to deliver timely, culturally relevant marketing initiatives

Recent achievements include:

- Increased social media engagement by 25% and grew follower base by 20% in just three months
- Improved website keyword rankings, leading to a 12% increase in leads
- Planned and executed successful media branding events, generating an average of 150 new leads per event

With experience spanning from startups to global tech giants, I've honed my ability to adapt marketing strategies to diverse audiences and business objectives. I'm particularly adept at aligning marketing efforts with broader business goals, ensuring that every campaign drives measurable results.

Eager to bring my expertise in digital marketing, social media strategy, and data analysis to a forward-thinking company in the

UK. Let's connect and explore how we can create marketing magic together!

#UKMarketing #DigitalStrategy #SocialMediaMarketing
#DataDrivenMarketing #BrandGrowth

Experience

Pictures in Motion

Social Media Marketing Intern

April 2024 - Present (1 year 8 months)

London Area, United Kingdom

- 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

Greyapple Advertising

Marketing Analyst

February 2022 - February 2023 (1 year 1 month)

- 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

Human Resources Analyst

October 2020 - February 2022 (1 year 5 months)

Bangalore Urban, Karnataka, India

- 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%.

St. Joseph's College of Commerce

Academic Secretary

June 2019 - June 2020 (1 year 1 month)

Bangalore Urban, Karnataka, India

Education

University of Westminster

MSc, Marketing Management · (2022 - 2023)

St. Josephs College of Commerce

Undergraduate, Business, Management, Marketing, and Related Support Services · (2017 - 2020)