

# NAMRATA TIWARY



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Mumbai, India

## EDUCATION

University of Mumbai  
Bachelor in Management  
Studies (Marketing) |2018

Viva College, Mumbai HSC  
in Science |2014

National English High  
School  
|2012

## CERTIFICATES

Digital marketing -2021

## TECHNICAL SKILLS

MS office  
Email marketing  
SMS marketing  
Whatsapp marketing  
Web Design

## SKILLS

Disciplined and organized.  
Time Management.  
Adaptive and Punctual  
Communication Skills

## OBJECTIVE

I am seeking a competitive and challenging environment where I can serve your organization and establish an enjoyable career for myself.

## WORK EXPERIENCE



XLNC Academy - Digital Marketing  
Executive Nov 2023 - Present

- Handled Social Media Marketing.
- Written website content and script for Instagram Reels.
- Co-ordinated with agencies for influencer marketing to spread brand awareness.
- Conducted basic SEO keywords search using SEM
- Rush. Email, SMS and What'sApp marketing specialist.



Andromeda Sales and Distribution Pvt. Ltd. - Digital Marketer  
Sept 2022-Aug 2023

- Responsible for sending out products related information and offers through E mails and SMS.
- Responsible for conducting WhatsApp Campaigns.
- Handled Facebook and Instagram ads for Real Estate Projects.
- Handled Lead Management by tracking number of incoming Leads through Facebook and Instagram ads.
- Maintained a detailed report on the number of Emails sent and the number of leads received.



Pharmeasy -Customer Delight Officer  
April 2021-Sept 2022

- Worked on end-to-end customer support and retention.
- Assisted in payment, application, medicine order placement, and maintained details in the CRM.
- Devised satisfying strategies to retain customers by having an aligned process of resolving their queries.



Teleperformance -Customer service Associate  
Aug 2019-April 2020

- Worked on end-to-end customer satisfaction by means of outbound and inbound call management.
- Helped resolve customer queries regarding waterproofing services and product information as well as updated all the interactions in the CRM.
- Adequately handled and resolved all customer queries and complaints.

# BOARD INFINITY PROJECTS.



## DIGITAL MARKETING PROJECT (CAPSTONE PROJECT- ZOMATO)

- Studied website's traffic, top keywords, backlinks, and digital marketing activities on social media.
- Identified digital marketing strategies for the last 12 months and target audience on social media platforms.
- Prepared a roadmap for the next 6 months and suggested measures to improve consumer experience and feedback.



## INTRODUCTION TO MARKETING CONCEPTS, CONSUMER BEHAVIOR, AND INTEGRATED MARKETING. (boAt)

- Studied and analyzed consumer behaviors on boAt.
- Attempted an analysis of the market force using porter's five forces model keeping in mind the tonality of the brand.
- Highlighted recommendations and social media interactions



## WEB DESIGN AS A DIGITAL MARKETING AGENCY

- Designed a website for an agency using WordPress and 'Elementor'.
- Installed plugins like WP forms, Header, and footer
- Authored blogs with apt keywords to gain high engagement.



## SOCIAL MEDIA MARKETING. (PHARMEASY)

- Designed content strategies by way of monthly calendar.
- Created trending content for different social media sites.
- Created a detailed report on audience engagement.



## EMAIL MARKETING.(NYKAA)

- Created an email marketing campaign for the Nykaa
- Designed automated emails on an active campaign for lead conversion.



## SEARCH ENGINE OPTIMIZATION AUDIT.

- Conducted an SEO audit on B2-B companies like METRO and B2C start-ups like Street Style Store.
- Conducted keyword research using Google keywords planner, Uber suggest.
- Domain authorities' scores were improved by building external and internal links