# **Sheetal Tambe**

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### **PROFILE SUMMARY**

Driven professional with a passion for creating impactful campaigns that drive growth. Focused on continuous learning and adapting to new trends to achieve both personal and professional growth in a dynamic digital landscape.

## **KEY SKILLS**

- Influencer Partnerships
- Campaign Management
- Budgeting & Negotiation
- Relationship Building
- Stakeholder management
- Market Research
- Social Media Marketing
- Collaboration & Communication
- Community Marketing

#### PROFESSIONAL EXPERIENCE

## **Brands & Partnerships Intern | Insync Digitals**

June 2024 - July 2024

- Assisting with the development and execution of brand strategy initiatives
- Supporting partnership outreach and coordination efforts
- Conducting market research and analysis to identify new opportunities
- · Contributing to the creation of marketing materials and campaigns
- Participating in team meetings and brainstorming sessions

### Influencer/ Celebrity Marketing | Gold Coast Films

June 2023 - Aug 2023

- Researching and identifying potential brands to establish impactful collaborations for GCF Branded
- Executing strategic initiatives aimed at amplifying the company's client portfolio and revenue streams
- Negotiating contracts and managing relationships with brands
- Establishing partnerships that foster growth & value, positioning GCF as a preferred collaborator

### Community & Brand Marketing | Pepperfry Limited

Nov 2019 - April 2023

- Developing and executing successful influencer marketing campaigns
- Identifying and collaborating with influencers, bloggers, and content creators
- Creating compelling content that drives engagement and increases brand awareness
- Negotiating contracts and managing relationships with influencers
- · Analyzing campaign performance to optimize and improve future campaigns
- Staying up to date with the latest influencer marketing trends and best practices
- Collaborating with cross-functional teams to ensure successful campaign execution

## **EDUCATION & CERTIFICATIONS**

Post Graduate Diploma in Digital Media & Marketing Communications

July 2023 - Dec 2024

NMIMS Mumbai

**Masters of Commerce (Business Management)** 

June 2019 - May 2021

Mulund College Of Commerce