

SONIA DARYANI

Digital Marketing



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Mulund west, Mumbai

Career Objective

Hardworking individual, with creative skills and knowledge of trends. Have a versatile portfolio and a great deal of confidence in any work I take up. Team player with an eye for detail and perfection.

Additional Skills

- Creative Approach
- Content Creation
- Fluent Speaking
- Trend Knowledge
- Marketing Skills

Work Experience

1st May 2020-
1st May 2021

Digiter
marketing agency

26th May 2021-
27th Sept 2021

Lakme,
Hindustan Unilever

1st Oct 2021-
31st Jan 2022

Juicy Chemistry

20th Feb 2022-
21st April 2022

Know
Your Entrepreneur

Marketing Intern

- Create weekly and monthly editorial calendars to promote company brands on various social media websites
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Assist with the design and execution of social media campaigns and Support marketing team at live and online events

PR Intern

- Making PR report for all three brands According to the months and adding all the coverages uploaded in the months
- Making content for SEO website for each category for Lakme Salon website
- Tracking media (Press) and all the coverage

E-Commerce Intern

- Execute website updates including site content, product information, blog posts, editorial images, and any ongoing sales
- Assist with email marketing campaigns and social media strategies

Social Media Intern

- Strategized with team to create business plan, purchase, branding, advertising, remodeling, and marketing for various brands.
- Initiated a series of marketing campaigns including email, digital, and social media.