

Ramsha Zahid

Contact

+91 9654428718

ryanaryme05@gmail.com

Educational Qualification

- MA English (Hons) 2016-2018
Jamia Millia University
- M.A. in Sociology 2013- 2015
Ambedkar University Delhi
- B.A. (H) English 2010-2013
Kirorimal College, Delhi University
- Class XII 2010
Presentation Convent Sr. Sec. School
- Class X 2008
Presentation Convent Sr. Sec. School

Skills

- Content Development
- Corporate Communications
- Brand Management
- Internal & External Communications
- Marketing Communications
- Canva Designing
- Microsoft Office
- CMS
- Social Media
- Decision Making
- Data Analysis
- Time Management
- Microsoft Office
- Team Management

Summary

Highly seasoned and dedicated Corporate and Marketing Communications Specialist. Adept at facilitating clear and transparent communication between all levels of company staff. Able to work well independently or in coordination with a professional communications team.

Work Experience

Sr. Executive, , Marketing & Brand Communications

Ikoka

June 2022 - September 22

- Planned and executed Social media campaigns and calendars.
- Worked on website content for clients.
- Strategized to increase performance on LinkedIn and other social media platforms.
- Developed research based and SEO compatible website content (blogs) for target audience for Ikoka and its sister company Vector3.
- Copywriting & web content writing : in-house and clients.

Deputy Manager, Enterprise Marketing

Moglix

January 2022- April 2022

- Drove social media campaigns. .
- Managed 3 separate LinkedIn pages, including 1 fintech related.
- Connected with internal stakeholders for various marketing initiatives. .
- Performed quality check for social media content.
- Analyzed social media accounts performance on a weekly and monthly basis

Executive, Marketing Communications

Spire Research and Consulting

October 2020 till January 2022

- Managed public relations.
- Fostered the new website launch.
- Drove Google Ads Campaigns and social media accounts.
- Developed brand marketing projects.
- Designed internal and external communications collateral for webinars, internal and external communications.
- Core contributor for leadership and employee branding campaigns.

Languages known

English

Hindi

Learning Korean and Bahasa

Indonesia

References

Provided upon request.

Assistant Executive, Marketing
Communications

Spire Research and Consulting

November 2018 till September 2020

- Enabled execution of communication strategies.
- Created and published media and event coverages on the website.
- Facilitated digital marketing strategies.
- Developed social media marketing strategies.
- Monitored Google Ads and social media campaigns.
- Analyzed and compiled reports on website and campaigns performance through utilizing Google Analytics and more tools.
- Designed marketing collaterals and posters using Canva
- Point of contact for everything related to website management, from payments to maintenance..