

Arundhati Nandi

Social Media Marketing Consultant, Midas Touch

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Work Experience

Mar, 2022 - Present	Midas Touch Consultants <i>Social Media Marketing Consultant</i> <ul style="list-style-type: none">Currently managing 5+ US-based B2B Technology clients specializing in UI/UX, Big Data, Customer Experience, SNOW, and AI/ML.Social Media Copy Writing and Creative Designing for LinkedIn, Twitter, Instagram, and Facebook.Client Consulting experience for optimized Marketing Mix and Technology stack.Tools - Creator Studio SocialPilot TweetDeck Canva
Oct 2021 - Jan 2022	Mind and Matter <i>Social Media Manager</i> <ul style="list-style-type: none">Managed the Social Media accounts of Zee Bangla Cinema, one of the major Bengali Entertainment Channels with a follower count of 1.4M.Planning and Implementing Virtual Campaigns, Creatives, and Content for Facebook and Instagram.Stakeholder Management across Marketing (Client) and in-house Designing Team.Campaign Research, Ideation, and Social Media Report.

Education

2019 - 2021	The Heritage Academy, Kolkata (MAKAUT) <i>MS in Media Science, Grade: 8.42/10</i>
2016 - 2019	Rani Birla Girls' College, University of Calcutta <i>BA in Journalism and Mass Communication (Honours)</i>
2016	BDM International, CBSE <i>AISSCE - Commerce with Business Studies (10+2)</i>
2014	Holy Cross School, CISCE <i>ICSE (10th)</i>

Freelance Experience

- Social Media Marketing - **3 Domestic B2C clients** [Genre: Jewellery and FMCG Industry]
- Content Writing: Successfully delivered **250+** articles serving **4 Domestic B2C clients** [Genre: Blogs (Fashion, Travel, and Technology), Product Promotions, and Website Content]

Technical Skills

- Softwares: InDesign | Final Cut Pro | Canva | Microsoft Office - Word, Excel, PowerPoint

Extra Curricular Activities

- Technical Member, "Ad-Adda", Marketing Communication Event organized by The Heritage Academy, Kolkata.
- Actively participated in a Short Film Festival, "Mini Input", organized by the Department of Media Science from The Heritage Academy.
- Completed 4th year in Fine Arts (Painting) from Pracheen Kala Kendra.