

# YUKTA BHUTANI

## MARKETING EXECUTIVE

### SUMMARY

Dedicated expertise with the track record of achieving business objectives through systematic and regular procedures by using marketing tactics and campaigns to fuel business expansion and growth.

### CONTACT



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New Delhi

### CERTIFICATIONS

Certification in social media and marketing

Certification course in fundamental of digital marketing from Google

Certification in inbound marketing from Hubspot

Certification in social media marketing

Certification in content marketing from Hubspot

Certification in Email marketing from Hubspot

### EDUCATION

#### Mass Communication And Journalism

#### Manav RACHNA INSTITUTE OF RESEARCH AND STUDIES

2018-2021

Learned about the dynamic and diverse field of journalism and mass communication, while also studying a variety of subjects such as PR, writing, photography, graphic designing and digital marketing.

### INTERNSHIPS

- Social media marketing internship

-----THEDESIGNCART

- Social media marketing internship

-----KEYARTNDESIGN

- Influencer marketing internship

-----GRAYMATTERS

### WORK EXPERIENCE

#### Account Management and Client Servicing

##### Freeskout

Aug 2022-Mar 2023

- Conduct market research and analysis to evaluate brand awareness, upcoming trends and target audience.
- Overseeing the development of marketing materials, managing advertising campaigns, and coordinating with other departments to ensure that campaigns are executed smoothly.
- Generated new ideas and innovative ideas on multiple campaigns.
- Handling end to end communication, schedules and post cycle with influencers.
- Identify and liaise with relevant influencers, negotiating fair rates for content and ensuring the relevant agreements are in place.
- Tracking and maintaining performance metrics for all campaigns and ensuring achievement of campaign goals.

#### Social Media Marketing Executive

##### Address Home Decor

Dec 2021-Aug 2022

- Managing company's online presence over instagram and Facebook and creating the strategies for the same.
- Created content as well as posters that resonates with the target audience and supports the company's brand identity.
- Building relationships with social media influencers and partnering with them to promote the company's products.
- Planning and creating marketing calendars and strategies for the promotion of the brand.
- Maintaining good communication and coordination with the clients.
- Managing franchise outlets of the company and taking regular updates and followup from the owners.
- Managing the company's social media budget, which includes allocating resources to different campaigns and tracking expenses.
- Coordinating with other teams such as marketing, sales, and customer service, to ensure that social media campaigns align with the company's overall goals.

#### Influencer Marketing Executive

##### Whizco

DEC 2020- DEC 2021

- Onboarded more than 500 content creators on leading applications like MXTakatak, Netflix, Roposo, Tiki, instagram and many more social media platforms.
- Checking the quality of content posted by creators and helping them to maintain the same.
- Finding, convincing and maintaining cordial relationship with the content creators and clients
- Coordinating with influencers about the clients requirement/feedback on emails, calls and address their concerns.
- Support in the development and execution of researching potential influencers, building relationships with them, and negotiating partnerships.
- Managed influencer campaigns, which includes tracking performance metrics, analyzing data, and optimizing campaigns to achieve maximum ROI.
- Coordinated with other departments, such as marketing, PR, and social media, to ensure that influencer campaigns align with the company's overall marketing strategy.
- Measured the effectiveness of influencer campaigns, using metrics such as reach, engagement, and conversions.