

ABOUT ME

I am a results-driven talent manager with over 3 years of experience, specialising in fostering collaborations between brands and influencers/celebrities like Priyanka Chopra and Katrina Kaif. I have successfully expanded the talent roster while achieving targeted monthly revenues. Additionally, I am proficient in strategic social media planning for brands and generating leads. I am also committed to surpassing business targets and fostering mutually beneficial relationships between artists and brands.

EXPERIENCE

Spotlight Social

Dec 2020 – Dec 2023 | COO

- › Spearheaded operations as COO at Spotlight Social for the past 3 years, strategically overseeing three key verticals: Talent, Brand, and Production.
- › Talent Vertical — Elevated the impact, expanding the roster from 4 to 30 artists and securing a monthly revenue range of 15 lakhs to 40 lakhs through successful brand collaborations.
- › Brand Vertical — Orchestrated effective social media plans and approaches within this vertical, ensuring alignment with target audience preferences and enhancing overall brand engagement.
- › Production Vertical — Implemented strategies resulting in increased leads, fostering a greater utilisation of our services and contributing to business growth.
- › Ensured seamless workflow and operational efficiency to guarantee the smooth execution of projects.
- › Played a pivotal role in financial management, consistently driving revenue generation and ensuring a steady inflow of funds.
- › Demonstrated exceptional performance by consistently surpassing yearly targets, achieving goals within a quarter's timeframe.
- › Selecting appropriate influencers and content creators to align with clients' brand objectives
- › Maintaining positive relationships with key influencers in the industry
- › Serving as the main point of contact for clients requiring influencer marketing activities
- › Supervising influencer marketing events and analysing post-campaign data to identify key learnings and future opportunities, Leading a team of three members, including workflow allocation and performance management

EDUCATION

National Academy of Sports Management, Mumbai

BBA in Sports Management, 2015 - 2018

Prabhavati Padamshi Soni International Junior College, Mumbai

A Levels, 2013-2015

Jankidevi Public School

IGCSE, 2010-2012

SKILLS

Talent Management

Proficient

Leadership	Management	Talent Recruitment	Relationship Management	Networking	Creativity
Problem Solving	Marketing	Promotion			

CONTACT

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CA MEDIA DIGITAL (INDIA) PRIVATE LIMITED

October 2018 – May 2019 | Social Media Executive

Team Priyanka Chopra

- › Managed and engaged with fan accounts while creating daily topical content and content banks for all social media platforms
- › Leveraged trending hashtags and crafted engaging post copies to maximise audience reach and engagement.

Account - Priyanka Chopra

- › Tracked and updated follower counts across all social media platforms, and compared them to her competitors
- › Created bi-weekly and monthly reports, made posts to celebrate milestones, responded to trolls
- › Tracked all of Priyanka Chopra's interviews, ensuring they were posted in a timely and appropriate manner.

Account - Katrina Kaif

- › Attended promotional events and magazine shoots to create content, including posts and stories that could be posted on her social media accounts,
- › Leveraged my knowledge of her brand and image to create content that resonated with her audience and helped to increase engagement on her social media platforms
- › Stayed up-to-date on the latest trends and preferences of her audience
- › Collaborated with her team to ensure that all content was consistent according to her personality.

Sportz Interactive

October 2016 – December 2016 | Social Content (Intern)

- › Supported Indian Super League (ISL), International Premier Tennis League (IPTL) and Reliance Foundation Youth Soccer (RFYS) accounts by updating score sheets, selecting highlights and forwarding them to editors for weekly and monthly reports.
- › Assisted in live-tweeting for ISL and IPTL matches, wrote captions for Facebook and Instagram posts, and ensured healthy comments by monitoring for bot accounts.
- › Coordinated with colleagues at IPTL venues for match delays, interviews, and highlights to post on social media with appropriate captions and hashtags.