

JAYSHREE JANGIR

Jaipur | <https://www.linkedin.com/in/jayshree-jangir-8724b61a6/> | 7339707194 | jangirjayshree57@gmail.com

PROFESSIONAL SUMMARY

Versatile professional with 2+ years of experience in **marketing, branding, event management, and digital strategy**. Skilled in managing campaigns, events, e-commerce (Shopify, listings), and social media content. Adept at balancing **creative storytelling with business outcomes**, with proven strengths in **leadership, communication, and problem-solving**.

SKILLS

- Brand Strategy & Storytelling
- Digital Marketing Campaigns (Meta Ads)
- Amazon and Shopify – Product listing, content strategy, storefront management
- Research, Insights & Analytics
- Project & Event Management
- Content Planning & Execution
- Leadership & Communication

PROFESSIONAL EXPERIENCE

Branding & Marketing Strategist | Chiraayuu Marketing Agency

- Successfully organized an Influencers meetup with **15+ influencers** to promote client brand awareness and discussed upon societal initiatives, resulting in **20% increased engagement** and visibility.
- Managed projects across branding, marketing, and client strategy.
- Executed marketing campaigns including **social and paid ads**.
- Handled influencer tie-ups and content planning.
- Managed around **15+ client projects, using Monday.com**, including scheduling meetings, maintaining project calendars, and ensuring timely delivery.
- Coordinated with internal teams to meet campaign KPIs, oversee influencer marketing, and maintain comprehensive project documentation.
- Developed **20+ research-based content pieces**, including product posts, business pitches, and brand presentations.

Social Media Profile Managed for below clients:

- <https://www.instagram.com/tooth.inn?igsh=MTl3N2xicXBubDB3MQ==>
- https://www.instagram.com/vidhya_aditi_foundation?igsh=MWJvbDhtMGw5c3Ryaw==
- https://www.instagram.com/souvenir_luxe_collection?igsh=MTNvdjA1OGdoczg5cw==

- <https://www.instagram.com/souvenirpeppermintjaipur?igsh=Mm9rOHMyMGU4NzZp>
- <https://www.instagram.com/laksmitvaglobal16?igsh=cXVjN3kwOWk5ajYx>

Event Management Highlights & Key Projects

- **Rajnesa (Hand-block Print Saree Brand):** Coordinated and executed strategies for branding, shoots, storytelling, shopify management, content strategy, and product listings.
- **Influencers Meetup:** Conceptualized and executed a successful meetup for a client, driving brand awareness and fostering influencer partnerships.
[https://www.instagram.com/dr.alka_gaur?igsh=cWx0OXBwMmtsZjMx]
- **Autism Awareness Event:** Coordinated an impactful event with an NGO and a notable IAS officer, creating a positive societal impact.
[https://www.instagram.com/reel/C8Zp_feh8vX/?igsh=MTdwamN5dzJxenU2MA==]
- **Souvenir Luxe Collection (Jewelry Brand):** Strategized and executed brand launch campaign.
[https://www.instagram.com/souvenir_luxe_collection?igsh=MTNvdjA1OGdoczg5cw==]
- **Jaipur Artist Festival (JAF):** Coordinated in event. Social media and content strategy.
[<https://www.instagram.com/laksmitvaglobal16?igsh=cXVjN3kwOWk5ajYx>]
- **FORTI Women Wing 2024:** Coordinated large-scale event and shoot strategy.
- **Managed PR Profile:** [<https://www.instagram.com/p/C8r3Y7fhsol/?igsh=MWlieGs1Z3Z1eWV3dA==>]

EDUCATION

- **Bachelor of Commerce (B.Com), 2022**
Rajasthan University, Kanoria College.
- Class 12th (Commerce), 2019
Kendriya Vidhyalaya, Churu.

CERTIFICATION

- Basic fundamentals of Project Management
- Introduction to GA4