


Ritika Sabherwal

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Skills

A PGDM graduate specializing in Marketing, with a wealth of experience in web content writing, researching market trends, brand building, driving sales, ideating marketing content and strategies, handling social media channels, developing customer awareness and brand loyalty, and using MS Office tools to create insightful reports. Seeking a challenging opportunity to further hone my skills.

Experience

FEBRUARY 2022 - PRESENT

ThinkPrile, Hyderabad – *Marketing Communications Manager*

- Responsible and accountable for working with key management, project, vendors, and finance teams to develop and execute marketing strategies.
- Responsible for building and maintaining strong relationships with clients by being their primary point of contact
- Understanding the client's business, goals, and requirements to develop a deep understanding of their needs and expectations.
- Ensure timely delivery of projects and services to clients and maintain quality standards.
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- Developing and executing a results-driven, multi-platform communications strategy and plan in line with project goals and brand direction
- Handling the creative development of promotional materials, website content, social media content, and other marketing-related projects
- Planning and managing monthly marketing calendar and managing all marketing materials and collateral
- Managing communications spending and working with vendors and agencies to create and localize communications and marketing activities and develop supporting assets
- Leading the planning and implementation of PR and initiatives related to the brand

- Coordinating marketing strategies with internal project teams
- Writing copy for all marketing collateral, including brochures, letters, emails, social media, and websites, requires being well-versed in the tendering process.
- Coordinating with designers
- Some of the B2B/B2C brands I worked for: TechDemocracy, Uncle Jollys, Angar Kitchen, Norling Retreat, Ganga Regency, Royal Palace, Cafe Bollywood, Infinita Centric, and Nuvique.

DECEMBER 2020 - FEBRUARY 2022

GetMyUni, Bangalore– *Content Marketing Specialist*

- I conceived and created compelling content for web and social media platforms.
- Created, optimized, and edited content as per the Google metrics.
- My role required me to research, strategize, and proofread content as per the target audience and keep a close eye on consumer trends while ensuring SEO and SMO strategies.
- Tracked consumer and content analytics and kept content updated per consumer preferences, market trends, and updates in technology.
- Collaborated with other departments to create narrative and informative content.
- Created narrative and informative content through keyword research and competitor analysis.
- Monitored page performance by leveraging the Google Analytics Tool.
- Led a team of three interns with effective inter-team communication and coordination.
- Conducted quality checks on intern's work.

JANUARY 2017 - NOVEMBER 2020

UrbanTimer, Kolkata – *Marketing Associate*

Handled Social Media and Blog Content Creation for UrbanTimer that led to the output of traffic to the website, leads, sales, brand building, and email list building. I did the following to achieve that -

- Generated post ideas for social media and wrote captions for social media posts.
- Created content for the post with trending-related hashtags so the posts reach the maximum number of audiences.
- Created social media posts on Canva.

- Built relationships with customers on social media through engagement, answering comments, and responding to queries and messages.
- Answered questions on Quora and Reddit to help generate leads and traffic to the website.
- For blogging, I researched industry-related topics using multiple sources.
- Proofread and edited blog posts before publication.
- Conducted simple keyword research and used SEO guidelines to increase web traffic
- Ensured all-around consistency (style, fonts, images, and tone)
- Updated website content as needed.
- Gained hands-on experience with Content Management Systems (e.g. WordPress)
- Created content - brand-related, short-form marketing copies.

Social media management – set up social media accounts for websites, worked on creating social media strategies for the brand, created meaningful content and posted it, tracked and interpreted analytics, ran social media ad campaigns, connected with prospects, and managed pages across social networks like Facebook, Instagram, Twitter, Reddit, Pinterest, and Quora. Scheduled social media posts via Hootsuite.

Email marketing – developed, designed, and sent out email newsletters to prospects via MailChimp and followed up.

Content creation – Experienced Content Developer who has developed content for blogs, websites, social media pages, brochures, and email newsletters.

Content writing – researching, writing, editing, proofreading, and publishing blog articles.

Website management - Handled operational tasks of the travel portal. Worked on -

- Sales and Marketing
- Renewals
- Customer Service. Responding to inquiries, etc.
- Social Media Marketing
- Internet Research
- Content Writing

Education

June 2018 - June 2019

St. Xavier's College, Kolkata – *Post Graduate Diploma in Marketing and Sales Management, 66.08%*

March 2021 - October 2021

MICA, in association with upGrad – *PG Certification in Digital Marketing and Communication, 95.22%*