



# Ankita Tewari

Marketing & Branding Professional

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## Summary

A marketing professional with a record of creating and implementing successful customer engagement and retention programs for over 7 years.

## Experience

June 2022 - Present

### Pragati Leadership Institute Pvt Ltd

Marketing and Branding Manager  
Pune

- Implemented innovative social media campaigns that increased followers by 366%
- Established partnerships with industry influencers for Fireside Chats that increased brand visibility and improved reputation
- Designed and executed The Inspiring and Successful Leadership Awards which improved the brand visibility
- Developed and executed successful email marketing campaigns that increased open rates by 4%
- Launched successful campaigns that increased website traffic by 39%, leads by 50% per month and generated a revenue of 1.6 Cr through organic campaigns
- Competitive analysis and market research to launch new programs
- Developed an effective search engine optimization (SEO) strategy that improved organic search rankings
- Developed and managed successful advertising campaigns across multiple channels

March 2022 - May 2022

### Merkle Sokrati, A Dentsu Company

Client Engagement Manager  
Pune

- Client relationship and performance marketing for Reliance Brands Ltd.
- Managing a team of client strategy managers in addition to collaborating with larger cross-functional teams of analysts and technologists to implement and deliver on client commitments.
- Designing the Go-To-Market strategy for the brands, ensuring implementation of campaigns and measuring the ROI.

July 2020 - Feb 2022

### SocioLadder

Manager

- Implemented Performance Marketing of SustainEverse and SocioLadder on LinkedIn and Facebook.
- Performed data analysis of the campaigns and data visualization on Tableau.
- Responsible for Product Management for SustainEverse- Customer journey, UI/UX design, and launch strategy.
- Responsible for generating new leads for SustainEverse, building and maintaining a pipeline of prospects through emails, referrals, meetings and product demos.
- Onboarded 30 corporates on SustainEverse and generated a revenue of INR 30 Lakhs.
- Content Management of Website content, User newsletters & contests, UAT of the platform features, Social campaigns and Blogs.
- Introduced a rewards system on the website for SocioLadder Fellowship.
- Responsible for Email Marketing for United Nations Global Compact Network India on Hubspot.
- Organized and hosted events on Hopin, Zoom and Airmeeet.

Jul 2016 - Feb 2017

### Wizcraft International Entertainment Pvt. Ltd.

Assistant Manager  
Bangalore

- Onboarded Tally and Cisco for our direct active team through regular meetings and generated a revenue of INR 2.5 crores.
- Account Manager for Tally Solutions Pvt. Ltd. and Cisco.
- Curated Loyalty Program for 10,000 Tally Business Partners and Salesforce Employees.
- Strategized and launched the rewards website.
- Introduced new features on the website - contests, instant messaging, mini eCommerce Store and social media platform which improved client engagement by 83%.
- Conducted quarterly events and rewards for the top-performing employees of each segment.
- Email marketing campaigns on Mailchimp.

June 2015 - May 2016

### Askme.com

Senior Executive  
Gurgaon

- Responsible for the successful launch of the Askme Rewards Club program across 4 of the group websites.
- Introduced a customer rewards system on the national website.
- Retention-focused marketing program to reward users with Coins, Credits and Badges.
- Segmenting customers based on behaviour on group websites and then pushing relevant content.
- Complete ownership of the Website content, User newsletters & contests, UAT of the platform features, ORM (Online Reputation Management), Social campaigns and Blogs.
- Category management for women's fashion.

Aug 2011 - Apr 2013

### Infosys Ltd

Software Engineer  
Thiruvananthapuram

- Responsible for Coding, Designing Components, Development, Unit Testing and Debugging.
- Handled different modules as per the requirement related to the Development, Maintenance and Debugging of the Waitrose Online Shopping Store.

## Projects

Apr 2014 - Jun 2014

### Jack in the Box Worldwide

Account Management Intern

- Strengthened relationships with current accounts through consistent and frequent communication.
- Supported day-to-day account management for Pepsi & Faballey.
- Delivered engaging presentations to highlight products and draw favourable competitor comparisons.

Oct 2013 - Dec 2013

### Child Rights & You

Event Management Intern

- Planned and Organized International Volunteers Day.
- Designed event collaterals and invitations.
- Handled Marketing and Communications and Budget Planning.
- Coordinated florists, photographers, videographers, musicians, officiants and ceremony participants during the event.
- Supervised onsite team of caterers, audio-visual technicians, and facility management team.

## Education

Jun 2013 - May 2015

### Symbiosis International University

Brand Communication  
MBA

Aug 2007 - Jun 2011

### Dr. A. P. J. Abdul Kalam Technical University

Electronics & Communication  
B.Tech

## Skills

### Social Media Management

### Content Creation

### Google Analytics

### Digital Marketing

### Marketing Strategy

### Competitive Analysis

### Market Research