

## Professional Summary

Detail-oriented marketing professional with a strong background in campaign management, content strategy, and performance analytics. Proven ability to leverage technology and design thinking to drive engagement and growth metrics. Adept at developing data-driven marketing strategies that enhance user experience and optimize operational efficiency.

## Experience

### ***Marketing Campaign Manager - Endorphind***

June 2025 - Present

- Led the development of an ESG and carbon footprint analysis platform, utilizing user feedback to optimize marketing strategies and drive user engagement by 30%.
- Collaborated cross-functionally with designers and developers to create targeted marketing content that improved lead generation by 25%.
- Implemented automated workflows using n8n to streamline marketing processes, reducing operational costs by 15%.

### ***Freelance Marketing Strategist - Self-employed***

Sep 2024 - Jan 2025

- Developed high-impact marketing campaigns for diverse clients, translating technical concepts into engaging content that resonated with target audiences.
- Utilized analytics tools to track campaign performance and optimize strategies, achieving an average increase of 20% in client engagement metrics.
- Integrated user feedback into marketing strategies, enhancing user experience and increasing client satisfaction ratings by 15%.

### ***UI/UX Design Intern - Yaantra***

Jan 2024 - Mar 2024

- Designed user-friendly web and mobile interfaces focused on enhancing user engagement and retention, resulting in a 10% increase in user interaction.
- Created interactive prototypes that guided marketing teams in campaign visualizations, ensuring alignment with overall brand strategy.
- Collaborated with marketing teams to ensure design consistency across campaigns, improving brand recognition and user trust.

## Skills

Campaign Management, Content Strategy, Performance Analytics, SEO Optimization, User Experience Design, Data-Driven Marketing