

DR. TANVI REDDY

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Location: India

SUMMARY

Senior Digital Media Director with 12+ years of experience leading large-scale digital strategies, managing social media departments, brand campaigns, influencer partnerships, marketing automation, and audience engagement initiatives. Expert in analytics, content planning, digital branding, and multi-platform strategy.

EXPERIENCE**Digital Media Director – NovaReach Digital (2014 – Present)**

- Directed digital strategy for 50+ national and global brands.
- Supervised teams across content, design, analytics, and paid promotions.
- Created high-impact digital campaigns integrated across social, video, and web platforms.
- Developed influencer collaboration frameworks and viral campaign concepts.
- Improved digital ROI by 55% through data-driven strategy and automation.

ACHIEVEMENTS

- Recognized as “Digital Marketing Leader of the Year – 2022”.
- Delivered campaigns achieving 10M+ reach and high conversions.

EDUCATION

MBA – Digital Marketing

Bachelor of Mass Media

SKILLS

Social Media Leadership, Content Strategy, Video Marketing, Analytics, Brand Building, Influencer Marketing, Paid Ads, Creative Direction, Team Leadership

DECLARATION

I hereby confirm that all the information given above is accurate.