



Hey there! I'm

NILOFER MAIDEEN

+91 9679503789 | 9476043341

nilu216.maideen@gmail.com

Marketing Professional & Campaign Strategist



A tenacious, creative and innovative thinker with a passion for brand building and **4+ years** of experience in marketing communications and business development. I am proactive, responsible and a firm believer of the fact that knowledge flourishes only when applied.

SKILLS

Social media strategy
Community Management
Market research
PPC
Email Marketing
Campaign Management

TOOLS & PLATFORMS

Marketo
Zoho CRM & Campaigns
LeadFeeder
Sales Navigator
Netcore
Buffer
Google Analytics
DoubleClick for Publishers
One signal
Chatfuel
Supermetrics

OTHER INFO

D.O.B
21, June 1994

Location
Bangalore

Languages
English, Hindi, Tamil

WORK EXPERIENCE

AUG '19 - PRESENT Digital Marketing Specialist

Manthan Software Services Pvt Ltd | RichRelevance Inc

- Responsible for rebranding of joint venture **Algonomy Software**
- Project managing & directing campaigns for Demand Gen and **MLs**
- Leading **Social selling** activities & **ABM**, co-ordinating with various teams and agencies to successfully execute this.
- Initiated **linkedin live** and **webinars** with some of the well known retail brands like **McD, Myntra, Cover story**, etc. for the organisation
- Managing **8 agencies** to curate content for cross vertical campaigns.
- Directing **PPC campaigns** for the brand and products.
- Managing **social media pages** and increased follower count by **+60%**
- Responsible for ensuring healthy engagement and activation of audience across all the social platforms.
- Conceptualizing different forms of engaging content ideas for the brand.
- End-to-End marketing campaigns for a CSR project ThodaBahut.org and raised 43Lakhs

FEB '17 - AUG '19 Digital Marketing Associate - Social Media & Account Manager

Yourstory Media

- Managing social media pages for the brand.
- Responsible for ensuring healthy engagement and activation of audience across all the social platforms, bridging the gap between company and audience (Community management)
- Conceptualizing different forms of engaging content ideas - videos, photo stories. Etc
- Managing social media ads, creating content and sending newsletter for the brand on a regular basis
- Handling the ticket sales ROI for in-house events
- Data analysis and monitoring performance on a regular basis.

INTERNSHIPS

DEC '16 - JAN '17 Digital Marketing Intern at **Yourstory Media**

MAY '15 - JUL '15 Summer Internship at **DRDO**

EDUCATION

2012 - 2016 B.tech in Information Technology from **NIT Durgapur**