



# PRIYADARSHANI JAISWAR

MARKETING OPERATIONS | SMM | PUBLIC RELATIONS

## WORK EXPERIENCE

### Trivoli Digital Pvt Ltd

Project Manager

January 2023 - June 2023

- Collaborated with various teams to understand project briefs and requirements before crafting compelling social media and marketing comms.
- Led a team of web designers, video editors, and PR personnel to execute integrated marketing campaigns.
- Developed persuasive content that aligned with the brand's messaging and effectively communicated marketing offers and main & improve the JNPA image.
- Build SMM campaign as per the requirement, maintain/monitored (ORM) social media presence on all digital landscape.
- Worked on plan & strategy to improve & maintain the quality of the company's voice via different channels.
- Build and maintain targeted media lists, and nurture relationships with key reporters to generate & feature stories.

### upGrad

Marketing (Operations)

July 2021 - December 2022

- Plan and execute all marketing collaterals, database marketing, email marketing, and social media, to improve social media and traction.
- Initiate, strategies, build, and maintain a social media presence LinkedIn, Instagram & Youtube (upGrad Placements).
- Coordinating with internal teams to create a micro-site for the brand (upGrad Placements & events i.e. upGrad Elevate) on the Instapage site. Check day-to-day website performance, generate leads, collate & plan for lead nurturing.
- Coordinating & managing with vendor/agency for campaigns, reports, monthly goals, etc.
- Generating content for creative, banners, SM posts, lead generation campaigns, mailers, WhatsApp, brochures and more and worked closely with designers for all marketing creatives.
- Organize, manage, execute & coordinate (back-end) upGrad Elevate quarterly event, an online hiring event (event, seminar, workshop).
- Closely work, assist & share data with the Public Relations team to generate stories, news peg for article & news.

## CONTACT

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## PROFILE

6+ years of experience in Public Relations | Social media marketing | Marketing Operations, looking for opportunities where I can apply my knowledge and skills for continuous improvement

## SKILLS

Event Management Skills

Design Skills

Team handling

Client Servicing

Market Research



# PRIYADARSHANI JAISWAR

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### TECHNICAL SKILLS

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SMO (Digital Strategy)

Social Media Marketing

Vendor Management

Canva (Design)

Email Marketing tools

- CleverTap
- Mapp Engage
- Mailchimp
- Intercom

Instapage (Website)

Hootsuite (Social Media)

Tawk.to (Bot)

### EDUCATION

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Pursuing Advanced Certificate in  
Digital Marketing and Communications  
MICA

MA - Public Relations  
2010 - 2012 | University of Mumbai

BMM - Journalism  
2009 - 2006 | CHM

- Closely work with the database team for marketing & promotion purposes.
- Assist & work in writing a post-event report on how the event happened, and opportunities for improvement.
- Manage & coordinate with Learners for testimonials for branding purposes.
- Measure and report the performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
- I am also responsible for handling the client database of upGrad by communicating, getting the best companies on board as well as helping the companies with the process of recruitment from a variety of pool of learners from different domains.

### ITM Group of Institutions

Social Media Specialist

May 2016 - July 2021

- Managed social media accounts including Facebook, Twitter, Instagram, LinkedIn & Youtube.
- Adapted & worked on ideation & strategy with the respective vertical requirement.
- Developed a social media strategy to increase the following & brand presence of the company Generating content for YouTube promotions, covering live events creating a video data bank of student testimonials, faculty & Guests, etc.
- Successfully spearhead the campaign for generating leads ( Paid campaign).
- Implemented marketing & promotion tactics to increase the community by 80% by the span of 4 years on Social platforms.
- ORM - Monitored and improved the online presence of the brand.

### Naarad PR & Image Strategists

Media Relations | PR

March 2014 - December 2015

- Planned, implemented & managed PR strategies & organized various activities.
- Prepared background information for target media, worked with media on feature stories, interviews, video & photoshoots for celebrities.
- Arranged and coordinated interviews for clients with journalists, the generated story, prepared documents for clients such as media dockets reports, corporate profiles, etc.
- Researched & developed as per the client's requirements & implemented on the strategic plan.



PRIYADARSHANI  
JAISWAR

MARKETING  
OPERATIONS |  
SMM | PUBLIC  
RELATIONS

## AWARDS

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Versatility Champ Award  
upGrad | 2022

Employee of the Month  
ITM Group of Institutions | 2019

## Before You Speak Communications Consultancy

PR Associate

June 2013 - Feb 2014

- As part of the PR activity, the public and media's opinion of stakeholders was monitored during research and development and media visits.
- Designing, and content aggregation for leaflets, brochures, and newsletters as per the client's requirements.
- Arranged and represented the company at events like press conferences, Health camps, exhibitions, rally, product/music/ book launches, etc.
- Monitored PR activity performance & preparing reports (e.g media docket).
- Maintained and updated media list, editorial calendar, and health calendar as per the client's requirement Responded to media queries & organized photo opportunities for clients.
- Writing-creating-disseminating Press releases, and press kits, organizing press tours, monitoring the media, and general administrative duties (following up with media, faxing, filing.
- Coordination and reporting work plan to AGM.

## Picture N Kraft (PR Agency)

(Internship) Media Relations | PR

April - August 2010

- Making and updating media list and follow-ups · Scanned newspaper for existing clients· Coordinated with journalist and photographer during event.
- Done groundwork for new pitches & pitched the new stories to the media.
- Prepared media kits & maintained photo files Attended & promoted on-ground activities.
- Coordinated events such as press conferences, press meets, launches, movie premier, photo opportunities, etc.

## IBN7 NEWS Channel (Internship)

2 Months (2009)

- Covered general beat and Entertainment beat Video shoot for a news angle.
- Prepared news script & assisted the video editor for the entertainment beat media coverage.

## MUMBAI MARATHON - Volunteer

2008, 2009, 2010

- Coordinated with supervised and worked with volunteers during Expo day