Hello, I'm
Garima Dhawan.

Ambitious and creative team builder who prepares marketing plans and objectives.

Experience

CONTACT

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Bangalore, India

EDUCATION

July 2017 - May 2018
Journalism in Multimedia.
Indian Institute of Journalism and New Media, Bangalore — Post Graduation in Multimedia Journalism

June 2012 - May 2015
Bachelor in Mass Communication
Jagannath Institute of Management Science, Delhi

DEC 2019-CURRENT

Rapido,Bangalore
INFLUENCER MARKETING SPECIALIST

● Develop and execute influencer marketing strategies and creative campaigns
● Identify and build relationships with prominent influencers and though leaders
● Attend relevant events for networking and business purposes brainstorm new, creative approaches for influencer campaigns
● Keep abreast of emerging trends, technologies and influencer Research relevant industry experts, competitors ,target audience and users

JUNE 2019-OCT 2019

Grexter, Bangalore
COMMUNITY MANAGER

● Plan, execute and scale promotional activities to drive community engagement to increase resident occupancy.
● Analyse the performance of all marketing programs to identify the best opportunities for optimisation.
● Manage community within established cost constraints to organise events at scale and maintain effective communication.
● Other activities include- PR, social media, events, and content creation.

JULY 2018-JUNE 2019

Buzzooka, Noida
STRATEGY MANAGER

● Coordinate with multiple influencers for the execution of campaigns, working on pitches and ensuring smooth Content Execution.
● Built daily campaigns, scrubbed customer data and uploaded files to Autodialer
● Responsible for strategising, planning, executing and managing end-to-end campaigns for all the existing brands. The Agency Reporter, Noida - Editor July 2018 - Dec 2018
● Pioneer employee with Buzzoka's new venture Agency Reporter, that aims to be all in one repository for digital marketing professionals.
● Helped them gain their initial 10k+ organic followers.
● Managing and creating content for our WordPress based website featuring press releases, interviews, guest articles & case studies.

HIGHLIGHTS

● Content Writing
● Strategy Insights
● Campaign Strategy
● Consumer Behaviour Analytics
● Public Relations

PUBLIC ARTICLES

● **Full of Vibrancy**
● **Feminism for me is a fair society**
● **Honouring people with special needs**

Experience Continued

The Agency Reporter, Noida
EDITOR
● Pioneer employee with Buzzoka's new venture Agency Reporter, that aims to be all in one repository for digital marketing professionals.
● Helped them gain their initial 10k+ organic followers.
● Managing and creating content for our WordPress based website featuring press releases, interviews, guest articles & case studies.

The Statesman, Kolkata
FEATURE WRITER
● I kept a tab on media mentions and kept clients abreast about the latest developments in the industry.
● I called potential media houses and pitched new plans for promotion and marketing.
● Analysed data and worked on reports for the clients. Hope Monkey, South Delhi — Marketing executive Nov 2014 - Sept 2015
● Built a community of woman committed to creating a happy and safer life for all girls and women in Delhi.
● Worked with a team on a promotional event on Women Empowerment (Limitless)
● Did ground promotions in major Delhi University women colleges (such as SRCC, Stephens, Miranda etc) as well as online promotions.

Wooplr, Bangalore
CRM EXECUTIVE
● I was part of the "Customer Happiness Team" since its inception.
● Single-handedly responsible for the company's support base of 2 million.
● Ideating and executing new process flow for better customer service.

Hope Monkey, South Delhi
MARKETING EXECUTIVE
● *I was part of the "Customer Happiness Team" since its inception.*
● *Single-handedly responsible for the company's support base of 2 million.*
● *Ideating and executing new process flow for better customer service.*

VOLUNTEER

September 2013 to August 2014
Did Market Research about the prospective clients for AIESEC programs along with getting new clients on board.

LANGUAGES

English
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Hindi
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