

RIYA MEHTA

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As a budding marketing professional, I am enthusiastic about leveraging my creativity and strategic thinking to help businesses reach their full potential. I am always eager to roll up my sleeves and get to work. I am confident that I have what it takes to excel in the dynamic world of marketing.

WORK EXPERIENCE

St. Queen Mary's Public School (Full Time) Digital Marketing Specialist

10/2023 - Present

Agra, Uttar Pradesh

Achievements/Tasks

- Increased brand awareness & engagement through targeted content strategy (Meta, Instagram, Twitter, YouTube)
- Analyzed social media data & identified growth opportunities.
- Collaborated with school staff to promote events & achievements
- Maintained positive online reputation

Senior Associate - Publisher Sales

Z1 Tech (Full Time)

07/2023 - 10/2023,

Gurugram, Haryana

Achievements/Tasks

- Focus on engaging with publishers to drive revenue through tailored advertising campaigns and strong publisher partnerships.
- Using tools like Apollo.io and LinkedIn Sales Navigator to identify potential clients, and HubSpot for efficient CRM.
- Convert prospects into paying clients while maximizing revenue.
- Building relationships, optimizing campaigns, and meeting revenue targets.
- Coordinate with cross-functional teams to identify process gaps and develop solutions.

Social Media Marketing

Elshions Technologies Pvt Ltd. (Internship)

09/2022 - 10/2022,

Bulandshahr, Uttar Pradesh

Achievements/Tasks

- Executed daily social media postings that increased website traffic by 20%.
- Created and managed campaigns for social networks such as Meta, Twitter, Instagram, YouTube, and LinkedIn.
- Managed and moderated comments on all social media platforms.
- Collaborated with internal and external teams on a variety of social media projects.

Marketing and Sales

MentorBoxx (Internship)

06/2021 - 09/2021,

Gurugram, Haryana

Achievements/Tasks

- Created content for social media platforms, including Meta, Twitter, Instagram, and LinkedIn.
- Built relationships with external vendors for marketing purposes.
- Researched and monitored key competitors and market trends to identify new opportunities.
- Generated leads through digital and traditional marketing efforts, cold calling, and networking.

EDUCATION

Master of Business Administration

Rukmini Devi Institute Of Advanced Studies

Rohini, New Delhi

Bachelor of Business Administration

St. Johns College

Agra, Uttar Pradesh

SKILLS

Microsoft Excel

Microsoft Powerpoint

HubSpot

Mailshake

Content Strategy

Analytical Skills

Research

Google Ads

Google Analytics

Project Management

Communication

Microsoft Office

Content Marketing

Email Marketing

Attention To Detail

Advertising

Social Media

Teamwork and Collaboration

ACHIEVEMENTS

- President of Women Cell in RDIAS
- Actively conducted and coordinated events in St.Johns College.
- Speech Writing Competition
- Revamped the copy for my organization's website, increasing conversions by 20%
- Sent 200+ cold emails on a daily basis, managing to set up calls with 10% of the recipients

CERTIFICATES

- Google Analytics for Beginners.
- Advanced Google Analytics.
- Google Analytics Certification.
- Google Ads Search Certification.
- Google Ads Display Certification.
- Open Learn Commercial Awareness Certification.

LANGUAGES

English

Full Professional Proficiency

Hindi

Native or Bilingual Proficiency

INTERESTS

Perfume Making

Music

Photography

Stand Up Comedy