

# Maahika Verma

Bangalore, India  
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## Professional summary

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Fueling brands with a dynamic fusion of creativity and strategy! Aspiring social media maven with a proven flair for cultivating online presence. Ready to amplify engagement, spark conversations, and drive digital success in the team!

## Education

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**BA Economics Hons** July 2020-May 2023  
CHRIST(Deemed To be University),Bangalore

## Work Experience

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**Research Analyst Intern** Jun 2022-July 2022  
Indian Institute of Technology,Dhn

- Collected both primary and secondary statistical data using both modern and traditional methods.
- Conducted in-depth qualitative and quantitative research to identify trends and generate insights.
- Analysed the Interpreted data and made recommendations from findings.

**Social media marketing intern** Jan 2022-Jun 2022  
POPxo

- Executed strategic social media campaigns to enhance brand visibility and engagement.
- Created compelling and shareable written content across platforms, aligning with brand aesthetics.
- Monitored and analyzed key performance metrics to optimize content and improve reach.
- Assisted in managing social media calendars, scheduling posts, and staying updated on industry trends.
- Engaged with the online community, responding to comments and fostering positive interactions.
- Collaborated with the marketing team to brainstorm and implement innovative ideas for promotions.
- Contributed to the development of social media strategies to achieve organizational goals.
- Provided regular reports on social media performance and presented insights for

continuous improvement.

## **Marketing intern**

May 2023 - Sept 2023

PUMA, Bangalore

- Develop and execute innovative marketing strategies to enhance PUMA's brand presence and drive sales growth.
- Collaborate with cross-functional teams to ensure alignment of marketing initiatives with overall business objectives.
- Conduct market research to identify trends, consumer preferences, and competitive landscape, providing insights to inform marketing decisions.
- Plan and execute digital marketing campaigns across various channels, including social media, email, and online advertising.
- Create compelling content for marketing materials, including product descriptions, promotional copy, and visual assets.
- Analyze campaign performance metrics and provide recommendations for optimization to achieve key performance indicators (KPIs).
- Manage relationships with external agencies and vendors to ensure seamless execution of marketing activities.
- Stayed abreast of industry trends, emerging technologies, and best practices to keep PUMA at the forefront of marketing innovation.
- Assist in the development and execution of events and sponsorships to enhance brand visibility and engage target audiences.
- Collaborate with retail partners to implement in-store marketing initiatives.
- Built a new product design for Puma badminton shoes Subsequently created the marketing and advertising strategies to promote this new product , successfully presented in front of the Puma team.

## **Social Media Marketing Executive**

October 2023-February 2024

coto, Mumbai

- Develop content, design visuals, schedule posts, and engage with the audience on Instagram (IG), LinkedIn (LI), Twitter (TW), and YouTube (YT).
- Effective communication by short listing and sending outreach messages to get influencers on the platform for a successful collaboration with the community.
- Crafted compelling captions, coordinated with the creative team for content, design visuals, schedule posts, and engage with the audience.
- Review posts by doing Quality Check and send apt feedback and recommendations to team for change.
- Data Analytics: City Events Marketing and Reports: Generated weekly and monthly performance reports for Instagram, Facebook and LinkedIn respectively by collecting all data, Community Lifecycle Marketing (CLM), newsletter performance, and social media campaign analytics.
- Provided insights and actionable recommendations based on the data.
- Compile Event Analytics and tailored marketing strategies for different cities to capture event success metrics.

# Skills

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- Social media marketing
- Data Analytics
- SEM (Search Engine Marketing)
- SEO ( Search Engine Optimisation)
- Content writing
- Copywriting
- Adaptability
- Communication Skills
- Customer service
- Marketing Strategy
- Paid social campaigns
- Brand management
- Creativity
- Time Management
- Fast Learner
- Digital Marketing
- English proficiency (both written and spoken)
- Flexibility
- Collaboration
- Project management
- Graphic design
- Leadership skills
- Banking & Economics

## Certifications (online)

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<b>Financial Markets, Yale University</b>	May 2023 - August 2023
<b>Economics of Money and Banking, Columbia University</b>	July 2023 - August 2023
<b>Digital Marketing, Google</b>	August 2023 - October 2023
<b>SEO Specialisation, University of California</b>	December 2023- Feb 2024

## Languages

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- English
- Hindi

## Hobbies

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- Community building
- Painting
- Designing

