

KASHIFAH SHAIKH

MARKETING SPECIALIST



PERSONAL PROFILE

An experienced PR head and social media manager with a proven track record of delivering consistent results for clients and influencers.

AREAS OF EXPERTISE

- Strategic management
- Influencer marketing
- Social media coordination
- Multitasking abilities
- Excellent Communication
- Flexible and Adaptable
- Teamwork and collaboration
- Problem-Solving

CONTACT INFO

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LANGUAGES

- English
- Hindi
- Urdu

WORK EXPERIENCE

Head of Public Relations | Brandise Box

MAR 2022 - OCT 2023

- Increased customer engagement through social media.
- Analyzed and reported social media and online marketing campaign results.
- Developed marketing content such as blogs, promotional materials, and advertisements for social media.
- Developed relationships with influencers to grow reach of company and create wider visibility.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Managed editorial calendars and rescheduled PR events and meetings.

Social Media Manager | Mayur Shah

JAN 2019 - DEC 2021

- Conducted market and public opinion research related to company's reputation and positioning among key stakeholder audiences.
- Defined and achieved project and overall organizational vision, strategies and tactics.
- Coordinated and managed sponsorships and sponsorship activation.
- Developed innovative marketing and PR strategies.
- Designed and created campaign e-mail invitations, articles and marketing videos

ACADEMIC HISTORY

Bachelor of Commerce

UNIVERSITY OF MUMBAI