
 +91-9354773571

 sameekshadayal27@gmail.com

 New Delhi

## SKILLS

---

- Social Media Analysis and Management
- Digital Relations Management
- Influencer Management
- Email Marketing
- Graphic Design
- Video Editing
- Communications
- Creative Writing/Blogging
- MS-Office Suite (Beginner)

## LANGUAGES

---

- English
- Hindi

# SAMEEKSHA DAYAL

## WORK EXPERIENCE

---

### JD&Co. USA | Corporate Sales Manager

October 2023 - March 2024

- Learned about diamond quality-checking and the diamond industry in the US and India
- Led and managed a sales team in the natural as well as lab-grown diamond industry
- Introduced new ideas, scripts, and tactics to drive sales
- Analysed large amounts of data through an export-import software to aid with sales
- Converted B2B clients as well as maintained relationships with existing B2B clients

### Gauri Dhawan | Social Media and Digital Relations Manager

November 2022 - August 2023

- Managed the inventory of garments for influencer marketing
- Tracked and reviewed Instagram and Facebook Ads
- Created Instagram posts, captions and stories for each day
- B2B communications with exhibitions and pop-up shops
- Recorded and edited multiple viral reels

### Aanandam Wellness Holidays | Social Media Manager (Part time)

July 2022 - May 2023

- Managed Instagram and Facebook accounts
- Created posts for Instagram and Facebook
- Generated customers for various wellness retreats through social media

## **K2 Group | Social Media Intern**

**May 2021 - July 2021**

- Created social media calendars and conceptualized posts for 7+ brands
- Coordinated with graphic designers
- Wrote articles for LinkedIn

## **Soul Setu Wellness Foundation | Social Media Intern**

**October - December 2019**

- Designed promotional creatives for a large scale holistic event- Instagram posts, media boards, banners, standees, letterheads, etc.
- Helped in generating a footfall of 1500 within 3 months

## **FREELANCE EXPERIENCE**

---

### **Content Writing**

- Articles
- Blog Posts
- Website landing page write-ups

### **Event Photography**

## **VOLUNTEERING**

---

### **India Art Fair 2020**

- Managed the Main Information Desk as well as the VIP Information Desk for Asia's biggest art fest - 3 days
- Communicated with and assisted more than 1.5 lakh people

### **Soul Setu Wellness Foundation**

- Managed the main ticket counter for around 1500 attendees

## EDUCATION

---

### **Amity University | 2018 - 2022**

Bachelor of Fine Arts- Animation

With experience in social media management in the luxury fashion industry as well as the diamond industry, I have a verifiable history of creating engaging (and viral) yet elegant and sophisticated content that took a luxury fashion startup to major luxury e-commerce stores and eventually drove sales. I believe I would be a strong fit for this position as I consider myself multicultural, and a connoisseur of fashion, cuisine, craftsmanship, as well as logic, and truly enjoy indulging in every aspect of media, and life in that way. I have a deep passion for researching and exploring different fields of marketing and media and my portfolio reflects the vast range of my creations. I absolutely love writing and can truly connect the client to the consumer through empathy. Some examples of my deep, deep love for all things creative and more can be seen on my femininity and lifestyle blog. I also have a jewellery store for which I do the entire marketing/designing alone which is @profanevirtues on instagram. I put in a lot of effort and dedication into everything I do. I am a good listener with a warm personality. I have exceptional emotional understanding and verbal and non-verbal communication skills, and I appreciate the little things in life. I understand the value of decorum with my coworkers and can get along with almost anyone with ease. It would be my colossal pleasure working with you.