



# AMANDEEP KAUR

## MARKETING ASSOCIATE

### PROFESSIONAL EXPERIENCE

I have a clear, logical mind with a practical approach to problem-solving and a drive to see things through to completion. where I can maximize my 2 + years of management, quality assurance, program development, and training experience. I am well versed with the dynamics of Marketing, Operations, and Community servicing with a forte in diverse segments.

### WORK EXPERIENCE

#### Community Associate • Woovly App • Nov '22 - Till Now

- Building a strong Micro & Nano creator community for woovly app.
- Working on Live Commerce
- creator on-boarding.
- Planning new strategies for creator community growth
- Analysing the daily metrics for videos and taking suitable actions for growth.
- Managing community operations.

#### Community & Management Associate • RIZZLE • June'22 - Oct'22

- Focusing primarily on building our creator's community.
- Campaign Content planning for community retention
- Executing a few acquisition campaigns to increase community size
- Working on internal trends to make Rizzle popular amongst creators across platforms
- Planning new strategies for platform growth.
- Analysing the daily metrics for videos and taking suitable actions for growth.
- Managing community operations

#### Operation Associate • Amaestro Media Pvt Ltd • sept'21 - May 22

Auditing of Content and Videos on daily basis according to company guidelines

- Tagging & Categorization of videos and auditing content in real time.
- Selecting trending and interesting videos for push notifications.
- Writing and updating Blogs on RDX Play App
- Crawling and uploading videos as per requirement
- Content Moderations

### LANGUAGES

- English Hindi, Punjabi



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New Delhi

### SKILLS

- Google Sheet, Google Docs,
- Operation Management
- E-commerce Management
- Logistics
- CRM
- SMM
- Report Building,
- Community & Creator management
- Campaign management
- Content Creation

### EDUCATION

1. Bachelor of Arts (Hons) Journalism and Mass Communication

2 MasterCamp Applied Finance x Kpmg

### Awards



Star Rising Award



Archived National Award