



MAYURI NAFDE

Social Media | Content | Strategy |
Marketing operations

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ABOUT

Since the beginning of my career marketing and communication has lured me. I like how simple ideas have the potential to create memorable brand experiences. My intent is to find those moments and create value for the consumer.

ACHIEVEMENTS

- Completed Global Immersion Program in Design Thinking at Nanyang Technical University, Singapore
- Led the team to victory in Product Feature Marathon @ apna, a company level competition
- Worked as a volunteer for Manav Sadhna (NGO), Sabarmati Ashram, Ahmedabad, Gujarat. Yes! this is a great achievement as this experience brought me closer to humanity and empathy

WORK EXPERIENCE

apna | Feb' 2020 - Present

Content strategy & creation | Social media | Marketing operations

- Handling end to end content requirement for performance marketing thereby bridging the gap between the entry level job seekers and employers
- Conceptualizing and creating scripts for UAC and YouTube ads. Have created the top performing ads thereby reducing the CAC by 50%
- Regular co-ordination with the agencies and artists for the performance marketing campaigns
- Organizing and handling shoots for performance ads and branding videos
- Streamlining content for overall app growth by creating Push notifications, SMS and IVRs. Have increased the CTR upto 10x
- Created multi-lingual data base of the short content for the app and performance marketing
- Established the social media pages (YouTube, Facebook, Instagram and LinkedIn) for the app and have grown them organically
- Curated content calendar and editorial strategy
- Analyzed the performance of social media channels to quantify the effectiveness of the campaigns and drive scalable learnings
- Established social listening and ORM to drive awareness, conversation, affinity and consumer feedback

Redcan | Nov' 2018 - Dec' 2019

Marketing operations | Customer success | Branding | Content

- Helped the brand achieve a strong presence as a one stop HR solution for the budding startups by handling day-to-day B2B inquiries
- Organized multiple offline branding events thereby bringing in 5x business for the company
- Build and leveraged local startup collaborations for the business growth
- End to end content management for newsletters, emails, training manuals and client on-boarding kits
- Created communication strategy paired with business development

EDUCATION

- **ITM University (Bangalore)**
 - PGDM, Marketing & Digital Media Marketing
- **Monad University (NCR)**
 - B.com
- **St. Francis' Convent Inter College (Jhansi)**
 - 10th and 12 (ICSE & ISC)

KEY ROLE AREAS

- Output and quality of creative work
- Building and evolving brands
- Working with external parties for brand growth
- Maintaining social media presence of the brand
- Establishing customer listening

SKILLS

- Content creation in Hindi, English and Marathi with fluency and regional know how
- Interactive and creative presentation decks
- Easy on eyes data accumulation on excel sheets

Betterhalf.ai | Apr' 2018 - Aug' 2018 | PGDM Internship

Social media | Marketing strategy | Branding | Content | Operations

- Strategized and executed content plan for urban TG seeking long-term and serious relationships
- Organized shoots for branding campaigns
- Collaborated with Miss Malini fame Malini Agarwal for a brand awareness campaign
- Established the social media pages (Facebook, Instagram and LinkedIn) for the brand
- Analyzed the performance of social media channels regularly
- Established customer success strategies and ORM to drive awareness, conversation and resolve consumer queries

Global Garners | May 2016 - Jun ' 2017

Branding | Marketing operations | Content

- Created and executed offline campaigns to establish the trust of the local public in online transactions of goods and services
- Developed and championed reward system on the platform famously known as GG coins
- Originated content strategies for newsletters, emails, on-boarding kits and training manuals
- Managed the team to launch the platform at the early stage
- Created investor decks and presentations for the CEO's office

Peter Pan Academy | Apr' 2014 - Apr' 2016

Center head operations | Customer acquisition | Social media | Content

- Curriculum planning for the tiny tots
- Created social media presence of the school on then famous and most used platform, Facebook
- Organized multiple seminars for teacher - parent - student relationship
- Curated content for the social media, website, newsletters, emails and on-boarding kits
- Established and analyzed customer success strategies to resolve consumer queries and retain customers