



HENIL MEHTA

27 YEARS OLD, BRAND MARKETER

PROFILE INFO

An ambitious marketer with 2+ years experience in brand strategy building and digital marketing. Standardizing and increasing the brand recall value for the brand by creating brand advocating collateral. Proven track record of handling professional and social platforms with an increase in followers by 400% organically.



Phone

9016789910



Email

henilmehta@gmail.com



Address

Near PNB, Ranjit Road Jamnagar,
Gujarat

MY SKILLS

PROFESSIONAL SKILLS

- Building Digital marketing strategies
- Branding
- PPC
- Content marketing
- Social media mgt.
- Collateral building
- Inbound & Outbound marketing

SOFT SKILLS

- Fluent Communicator
- Collaboration
- Flexibility and decision making
- Creativity & Problem-Solving
- Emotional Intelligence
- Interpersonal
- Employee Persuasion
- Presenter
- Research

WORK EXPERIENCE

2020
-PRESENT



BRAND MARKETING EXECUTIVE

Uplers

- Design and implement marketing strategies aligned to business targets, working closely with C suit executives across organization to set specific marketing goals that align with the overall direction and business goals.
- Handling of all major social media platforms namely LINKEDIN, INSTAGRAM, FACEBOOK and YOUTUBE. Creating and managing social media calendar week on week, coordinating with the content and graphics team.
- Created top of funnel marketing assets like info-graphics, case studies, customer service papers, flyers, audio visuals, sales pitch presentations and other sales communication collaterals
- Suggest and oversee implementation of marketing events (online offline) including exhibition, ensuring brand presence and business development.

LANGUAGES

- English - Proficiency
- Hindi - Proficiency
- Arabic - Novice
- Gujarati - Native

INTERESTS

- Fashion & Modeling
- Technology Research
- Event Presenter
- Knowledge Gathering
- Bike Riding
- Traveling
- YouTube Presenter

2017-18

BRAND COORDINATOR

BrandVeda Digital Marketing Institute

- Responsible for increase in website traffic and admissions.
- Amplified brand presence on social media channels.
- Worked closely with business heads representing voice of customers to generate new Thought leadership posts.

MY EDUCATION

2018-20

PGDM IN MARKETING & INT. BUSINESS
AHMEDABAD

2013-17

BACHELOR OF COMMERCE
AHMEDABAD

1999-
2013

PRIMARY & SECONDARY EDUCATION
DUBAI