

# Ritika Giri

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**Professional Summary:** Digital Marketing and Brand Strategy Professional with 5+ years of experience across international markets. Skilled in coordinating creative projects, managing client communications, and streamlining workflows within fast-paced agency environments. Passionate about brand development, content strategy, and campaign execution that connect creativity with measurable business growth.

## RELEVANT WORK EXPERIENCE

### Digital Analytics Intern | Mango Analytics, Connecticut (Aug 2024 - Dec 2024)

- Analyzed marketing performance using Google Analytics and Meta Business Suite to support optimization decisions across active client campaigns.
- Executed A/B tests, improving engagement by 15% and boosting website traffic by 20%.
- Content creation for Multi-platform using Canva, increase social engagement by 30%
- Built Excel and Tableau dashboards to track KPIs and support weekly marketing insights and decision-making.

### Brand & Digital Marketing Consultant | Multi-Client, Agency-Style Engagements | 10+ Clients (NGOs, Lifestyle Startups, EdTech, Beauty, Fashion) (Jan 2020 - July 2023)

- Delivered end-to-end digital marketing services across 10+ organizations including NGOs, lifestyle brands, startups, and tech-enabled businesses.
- Functioned as an external agency partner, managing multiple client accounts simultaneously.
- Led content strategy, influencer marketing, branding, paid campaigns, and reporting.
- Collaborated with designers, developers, and founders to execute campaigns under given timelines.
- Implemented project management tools (Trello, Notion) to streamline creative workflow
- Supported both product-based and service-based businesses, adapting strategy per client needs.

### Brand & Digital Marketing Officer | Brainstack Pvt. Ltd. – Australia (Jan 2022 - Jan 2023)

- Improved organic search rankings through SEO, content updates, and keyword strategies.
- Conducted competitive analyses and delivered marketing proposals that elevated SME brand visibility by 35%.
- Worked with designers, developers, and client teams across 3 time zones to align brand voice and marketing deliverables integrating TimeDoctor, Trello, and Google Workspace.
- Led cross-functional meetings to align brand identity across campaigns.

### Brand Officer & Concept Creator, Agency | Ideajar Digital pvt. Ltd. (Jan 2019 - Jan 2022)

- Led digital marketing initiatives for a diverse portfolio of clients from national FMCG, to Lifestyle and fashion to education and tech clients
- Coordinated 10+ creative campaigns simultaneously, ensuring on-time delivery across design, copy, and social media teams.
- Participated in industry events, conferences, and seminars for networking.
- Tracked KPIs and analyzed campaign performance to guide strategic planning and reporting.
- Led cross-functional meetings to align brand identity across campaigns.
- Collaborated closely with design and strategy teams to deliver client-ready brand decks and campaign assets.

- **Marketing Officer | Selcouth pvt. Ltd. (Sept 2018 - Oct 2019)**
  - Led marketing workshops for college students to drive awareness of local e-commerce startups.
  - Monitored KPIs and user insights to refine and adapt e-commerce marketing strategies.
- **Research Assistant | CERAD, King's College (Jan 2018 - Aug 2018)**
  - Conducted surveys and interviews, analyzed qualitative/quantitative data using R and Excel.
  - Produced insights for a national televised financial program, "Money Talks."
- **Intern | JobsDynamics (Jan 2017 – Dec 2017)**
  - Assisted in daily operations including customer service, resume screening, and applicant coordination.
  - Maintained internal databases and scheduled social media posts across platforms.
  - Organized interviews and coordinated onboarding for new hires.

## EDUCATION

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- **MBA-** Major: Business Statistics - **University of New Haven**, Connecticut, USA  
Specialization in Digital Marketing (Aug 2023-Dec 2025)
- **BBA-** Major: Digital Marketing- Kings College ( Affiliated to - **Westcliff University**, California) Specialization in Digital Marketing (Oct 2017-Aug 2021)

## SKILLS & TOOLS

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- Creative Operations: Lifecycle marketing, Campaign Coordination, Client Communication, Brand Management, Reputation Management, Personal Branding
- Marketing Tools: Google Analytics (GA4), Google Search Console, Google Ads, Meta Ads Manager, Google Looker Studio, SEMrush, Mailchimp, Hootsuite, HubSpot (CRM & Email), AnswerThePublic, Google Trends, ChatGPT, AI Tools for Marketing, Email Marketing
- Project Management & Workflow: Asana, Trello, Monday.com, Notion, Google Workspace, Slack
- Content & Design: Canva Pro, CapCut, WordPress, Figma, Inclusive Content Writing,
- Data & Reporting: Tableau, Looker Studio, Google Looker Studio, Excel, Performance Dashboards, A/B Testing, ROI Analysis, R-Programming
- Core Skills: Content Creation, SEO/SEM, GEO, AEO, Paid Social, Branding, Brand Strategy, Influencer Marketing, Market Research, WCAG Guidelines, Performance Analysis, AI in Marketing

## LEADERSHIP & ACTIVITIES

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- **Guest Speaker** – “Digital Marketing for Women Entrepreneurs”, Nepal
- **Advisor** – Code for Change Hackathon, 500+ participants
- **Public Relations Lead** – Hult Prize, King's College, Led PR for national finals, coordinated & outreach
- **Trainer & Mentor** – Personal Branding & Digital Marketing workshops for 200+ IT students nationwide
- **Community Projects** – Led education program in Slum Areas, Organized rural library & tech donation drive, Co-created digital literacy events

Delivered workshops, public talks, and mentorship programs on digital branding, reaching 700+ participants nationwide (Nepal, 2018–2021).