

Ashmita Agarwal

Digital Marketing Professional
Total Experience – 7 Years

Driven and results-oriented digital marketing professional with a stellar track record of delivering exceptional results for Direct-to-Consumer (D2C) clients. Leveraging a unique blend of strategic thinking, creativity, and technical expertise, I have consistently driven revenue growth and brand visibility through innovative digital and social media marketing strategies.



Education

2014 – 2017

Bachelor's degree in Journalism & Mass Communication from Jagannath International Management School, Guru Gobind Singh Indraprastha University

Experiences

Lyxel & Flamingo – Sept 2020 – Aug 2023
Group Head – Digital Servicing

Formerly led Social Media Account for Colorbar Cosmetics, VLCC Wellness. Dabur India, India Gate Foods, The Body Shop, Novotel India, Biotique Ayurveda, specialize in providing brand and business solutions.

Strategic Oversight: Spearheaded the Social Media team for top globally renowned accounts – overseeing digital strategies, campaigns, and content across various channels. Assisted clients in crisis management modules, ensuring a resilient brand image.

Team Development: Contributed to expanding team skills, identifying new business opportunities, and fostering new market partnerships. Held responsibility for monthly billing and ensuring successful yearly renewals.

Client-Centric Approach: Deciphered client briefs and meticulously coordinated and allocated job roles to ensure the success of deliverables. Actively participated in brainstorming sessions to generate innovative campaign ideas, staying up-to-date with the latest digital innovations.

Team Leadership: Led and mentored a team of 12 professionals, fostering a balanced synergy between client and internal teamwork processes.

Contact

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Skills

- Excellent Communication Skills
- Copywriting & Marketing
- Campaign Planning & Marketing Decks
- Campaign Performance Analysis and Metric Mapping
- Email Marketing
- Moodboards and Storyboards for Production projects
- Reel making & Editing
- KPI Planning & Goal driven execution
- Team Heading & Managing exp
- Live Event Coverage & post production
- Excellent Knowledge of SM channels & Tools

Tools & Software

- | | |
|-----------------|-------------------|
| • Canva | • MS – Office |
| • Sprout Social | • Quark Express |
| • Buffer | • Adobe Photoshop |
| • Mailchimp | • PageMaker |
| • Zoho Social | • InDesign |
| • Bitly | • Microsoft Excel |
| | • Picasa |

Current Role: Account Management Head

Currently managing a team of 17 professionals in the Account Management department with 25 marquee clients

Client-Centric Focus: Proficiently understand client needs and ensure the team consistently exceeds their expectations.

Strategic Planning: Develop effective digital marketing strategies that align with business goals and drive tangible results.

Campaign Management: Oversee the implementation and management of digital marketing campaigns, ensuring they are delivered on time, within budget, and in line with client expectations.

Cross-Functional Collaboration: Collaborate seamlessly with other agency teams, including creative, technical, and listening teams, to ensure the flawless execution of campaigns.

Business Expansion: Provide key input into managing key marketing strategies in the Digital Production landscape, including Photoshoots and Video shoots, effectively driving business growth in existing and new geographies while meeting sales targets.

My passion for delivering exceptional results, combined with a client-centric approach and the ability to lead and inspire teams, positions me as a valuable asset in achieving your organization's digital marketing and business objectives.

Vermillion Communication - March 2020 - Aug 2020
Digital Marketing Manager

I specialized in enhancing brand presence and impact in the digital landscape, collaborating with renowned brands like Kohler Africa, Jagat Pharma, Biryani By Kilo, and more. My expertise lies in:

- Developing and executing comprehensive digital strategies for brand elevation.
- Efficiently coordinating cross-departmental tasks for seamless integration.
- Curating and managing performance reports for informed decision-making.
- Contributing innovative ideas for creative and effective digital solutions.

ARM Worldwide - Jan 2018 - Jan 2020
Sr. Social Media Executive

Experienced in Marketing Communications, with expertise in Social Media Marketing, Content Creation, Brand Activations, Strategic Alliances, Media Outreach, Brand Building, and Business Strategy Support for renowned brands, including Hindustan Times, Pearl Academy, NMAT by GMAC, MySUN, Venus Creme Bar, Viacom18, Sodexo Benefits India, Genie Bags, and more. Consistently drove business growth by proposing new campaigns and pitches.

Leadership Impact: In the second year, assumed leadership of the Mumbai office, establishing a dynamic team to serve Mumbai-based clients. Successfully pitched to new clients and provided strategic oversight for digital initiatives, campaigns, and content for existing accounts.

Crisis Management: Expert in assisting clients with crisis management modules, safeguarding brand reputation and resilience.

B2B Expertise: Devised and executed impactful marketing strategies for B2B brand Sodexo Benefits India across platforms like LinkedIn, Facebook, and Instagram.

Awards & Achievements

- Best performance of the year in Social Media team - The Vault 2018 (ARM Worldwide)
- 30 under 30 by Agency Reporter in 2020
- Won Agency Value Award twice in 2 years from 2021-22

ADLIFT MARKETING
May 2017 – Jan 2018
Digital Marketing Analyst

My key job responsibility was Content Marketing with the focus of generating fresh articles/blogs with 'Do follow links' to our brand's links, focused clients were, ICICI, Akash Institute, Kent RO, etc.

Ogilvy and Mather
Jan 2017 – March 2017
Social Media Intern

Initiated a journey into the realm of Digital Marketing, embracing the industry's vast potential for growth and learning opportunities. Collaborated with renowned brands such as Honda, Dabur, KFC, and others, gaining valuable insights into various facets of Marketing.

NDTV
June 2016 – Sept 2026
PR Intern

In the capacity of an Audience Coordinator, I played a pivotal role in engaging audiences for "The Big Fight Show" hosted by Mr. Vikram Chandra every Friday. My responsibilities encompassed seamless coordination with the audience and overseeing backstage processes to ensure the show's success.

India Today
June 2015 – Sept 2015
Content Writer

Proficient in crafting engaging articles for India Today Online Portal with a focus on Wellness and Lifestyle topics. An innovative thinker, adept at brainstorming and ideating fresh ideas to elevate ongoing leading topics and align content with current affairs.