



Riddhi Bhanushali



www.house-renting.com
Social Media Intern

Dallas-Fort Worth Metro

Experience
4 years

Contact Information



Unlock Business Email



Unlock Personal Email



Unlock Phone Number



Unlock LinkedIn Profile

Work and Education History



www.house-renting.com

1 Year 1 Month · Jun 2024 - Jul 2025

Advertising

Social Media Intern

1 Year 1 Month · Jun 2024 - Jul 2025

• Oversee social media strategies for four clients, creating and scheduling engaging content that aligns with each brand's objectives and resonates with their target audience. • Design eye-catching graphics and perform in-depth market and competitor research to inform content strategy, enhance engagement, and track performance metrics for continuous optimization. • Conduct competitive analysis, manage social media interactions, and implement targeted campaigns to boost brand visibility, engagement, and achieve client goals.

Engaging Content

Social Media

Social Media Strategies



The University of Texas at Dallas

4 Months · Jan 2024 - May 2024

Education

CEO: David E. Daniel

Richardson, Texas, United States

Graduate Teaching Assistant

4 Months · Jan 2024 - May 2024

• Mentored 60 students in a professional development course, offering personalized guidance on assignments, resume refinement, profile optimization, and interview preparation to enhance their career readiness. • Led a 5-member marketing team at the Career Management Center, developing and executing effective marketing strategies for workshops, significantly boosting participation and engagement.

Career Management

Interview Preparation

Marketing Strategies



Center for Vital Longevity

1 Year 9 Months · Oct 2023 - Jul 2025

Digital Marketing and Database Management Student Worker

1 Year 9 Months · Oct 2023 - Jul 2025

• Strategically orchestrated LinkedIn campaigns, elevating UTD's real estate programs through creating engaging content, analytics-driven optimization, and follower growth • Meticulously managed student and alumni databases, ensuring data accuracy, consistency, security and facilitating effective communication using Excel proficiency.

Data

Database management

Digital Marketing

Effective communication

Linkedin



The University of Texas at Dallas

11 Months · Jan 2023 - Dec 2023

Education

CEO: David E. Daniel

Richardson, Texas, United States

Digital Marketing and Database Management Student Worker

3 Months · Sep 2023 - Dec 2023

• Orchestrated LinkedIn campaigns that boosted UTD's real estate programs, creating engaging content and achieving a 300% increase in followers over a 3-month period through analytics-driven optimization. • Managed student and alumni databases with precision, ensuring data accuracy, consistency, and security, while facilitating effective communication through advanced Excel proficiency. • Executed targeted LinkedIn campaigns, enhancing program visibility and engagement by developing high-quality content and utilizing data-driven insights to refine strategies.

Advanced excel

Data

Data-driven

Database management

Digital Marketing

Effective communication

Engaging Content

High-quality

Linkedin

Master of Science - MS - Marketing

2 Years 11 Months · Jan 2023 - Dec 2025



Rise IT & Digital Marketing

11 Months · Nov 2021 - Oct 2022

Digital Marketing

📍 Mumbai, Maharashtra, India

Social Media Trainee

11 Months · Nov 2021 - Oct 2022

- Developed and implemented brand strategies and content for 9+ multinational brands in the B2B and B2C sectors, along with paid marketing campaigns using Facebook Ads Manager.
- Managed budgets and allocated spending to posts, setting up various target audiences to increase ad revenue and achieve maximum results for all campaigns.
- Ran paid social media promotional ads with monthly performance reports, providing insights on impressions, reach, engagement, and clicks to ensure strategy effectiveness.
- Revamped social media budgets and strategy for a new product launch, resulting in a 25% revenue increase.
- Generated reports on campaign performance and provided actionable insights, improving cost per click by 70% on an ongoing campaign through customer insights analytics.
- Achieved a 74% increase in followers in a 2-month period for a BPO brand page through A/B testing a page likes campaign.

Sectors: Promotional Products, Oral Healthcare Products, Fitness Industry, Healthcare & Hospitals, Business Process Outsourcing (BPO), Water Park, Wellness Products, FMCG

A/B Testing

B2B and B2C

BPO

Business process

Customer Insights

Facebook Ads

Fmcg

Marketing Campaigns

Paid Social

Social Media



Rising Sun Tours and Travels

6 Months · Mar 2021 - Sep 2021

Social Media Executive

6 Months · Mar 2021 - Sep 2021

- Developed and executed marketing strategies, leading to a 20% increase in website traffic and a 15% increase in sales.
- Conducted A/B testing on ad creatives, enhancing click-through rates by 15%, and gained 1,000+ followers in a month through targeted campaigns.
- Designed engaging content using Canva and managed social media interactions, boosting audience engagement.
- Analyzed social media presence and ad performance to optimize brand visibility and engagement.

A/B Testing

Brand Visibility

Engaging Content

Social Media



VivaConnect

1 Month · Jun 2018 - Jun 2018

Marketing Intern

1 Month · Jun 2018 - Jun 2018

- Created short, simple, yet straightforward personalized promotions to boost brand awareness while driving traffic to acquire new customers.
- Researched on upcoming trends in SMS marketing
- Scheduled and delivered SMSs through an up-to-date content calendar
- Published blogs to build a stronger connection with brand customers and analyzed the blog's performance to track qualified leads.

Driving Traffic

SMS



Mariah Buffet

1 Month · May 2018 - May 2018

Digital Media

📍 Mumbai, Maharashtra

Marketing Intern

1 Month · May 2018 - May 2018

- Developed and implemented personalized email and SMS marketing campaigns, researching upcoming trends and maintaining an up-to-date content calendar to boost brand awareness and drive new customer acquisition.
- Crafted SEO-driven blog posts to enhance brand-customer connection, contributing to improved search engine visibility and increased organic traffic.
- Increased email campaign open rates by 7% through engaging subject lines that resonated with the target audience.

Blog Posts

Brand awareness

Search Engine

Sms Marketing



Mumbai University

2 Years 11 Months · Jan 2016 - Dec 2018

Higher Education

📍 Mumbai, Maharashtra

Bachelor's degree - Marketing

2 Years 11 Months · Jan 2016 - Dec 2018



Pillai College of Arts,Commerce and Science

2 Years · Jan 2016 - Jan 2018

2 Years · Jan 2016 - Jan 2018