

PRIYANKA KANSAL  
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## Social media/ Digital marketing

I am a highly focused individual who is keen on a career in social media marketing along with an integrated approach. Possessing a record of delivering great service, achieving targets, as well as recognizing and developing opportunities, doing all of this while contributing to the overall performance of a team. I have recently completed MSc. International Fashion marketing from London where I studied strategic marketing decisions. Additionally, I have honed my interpersonal skills and personality development in diverse cultural environments at work places. I would like to take up a social media marketing role in your company where my skills and knowledge will be useful and help me in developing them further.

## EDUCATION AND QUALIFICATIONS

### 2017- Delhi School of Internet Marketing ; Digital marketing , 2017

2013-2014: Glasgow Caledonian University, London Campus, UK

Studying currently: **MSc International Fashion Marketing:** Brand Management, Consumer Behaviour, Fashion Marketing, Fashion Buying & Merchandising, Strategic Fashion Decisions, Sustainability in Fashion industry, Global Business strategy

4 March-8March 2013: Gemmological Institute of America (GIA) London, UK

Studied: **Intensive course, Accredited Jewellery Professional (AJP):** Precious jewelry handling and Selling.

2010-2012: Jagan Institute of Management Studies (JIMS) New Delhi, India

Studied: **Postgraduate Diploma in Management -International Business:** Supply Chain Management, International Business Law, and Business Research.

2005-2009: National Institute of Fashion Technology (NIFT) Gujrat, India.

Studied: **Bachelor in Design (Fashion & Lifestyle Accessories and Management and Jewellery Design):** Jewellery Design and Product development, Technical studies, Product Marketing.

## IT SKILLS

- Digital marketing, google adwords, Analytics and Webmaster tools
- SEO(off page and On page)
- Social media marketing through Facebook and Instagram, google +, Twitter, Pinterest, Tumblr, Blogging
- Email marketing through mail chimp
- Youtube marketing
- Operating system, Windows XP along with Microsoft Office 2013,
- Software- Adobe Photoshop CS, CorelDraw X3

## STRENGTHS

- Can undertake social media marketing decisions.
- Excellent Communication and Good with numbers.
- Thorough knowledge in subjects related to sales & distribution and Customer Relationship Development.
- Have proven creative and innovative skills (brochures, pamphlets making) to help in promotions of the brand.

## CAREER SUMMARY

- Freelancing and blogging for ethnic wear brands currently . January 2017-present
- Freelance social media marketing : Effective Altruism London charity and SO Give April 2016- present  
Key Responsibilities - promoting their events on facebook and twitter.
- Little Mistress Ltd, London: **Marketing and Admin Intern** Oct 2015 - Feb 2016  
Key Responsibilities: Liaising with the warehouse and updating the online softwares with the stock received on floor. Checking the stock allocated for each customer, creating PO's and handling deliveries. Creating Barcodes, transferring the stock in I. level software to various concessions like Outfit. Helping in updating social media mainly facebook and Instagram.
- CityGoddess.co.uk: **Social Media and Marketing freelancer** July-September 2015  
Key Responsibilities: Make the SMM daily schedule, Monitor the social media channels by answering the queries as per the requirement, supporting the SMM team throughout escalating the issues, try maintain Web PR, online relationship and engage with key influencers, Reporting the KPIs, Create and suggest SMM campaigns as per the fashion trends. Understand web analytics, Face book insights, Pinterest and Instagram hashtagging, mail chimp for newsletters, Blogging with word press as well as Tumbler, Youtube .
- Selfridges, London, **UK-Temporary Sales/Marketing Associate**  
Oct 2014- Feb 2015  
Working currently with an agency as temporary sales staff at several Retail stores like:
- Dinny Hall Jewellery Nottingham, London, UK  
April to 3 June 2013  
**Production Assistant:** I demonstrated my skills to supervise and manage production orders, updating e-commerce site including stock availability, SEO enhancement, processing and completing web orders. Updating social media.
- Network 18 (CNN IBN) English news channel, Noida, India, May  
2011- 30 June 2011  
**Editorial and Marketing Assistant:** As part of the internship: Worked with editorial board members in various TV programs, assisted in shoots, write ups for the news blogs. As marketing assistant I did a brief research on various competitors of CNN IBN and prepared a report.

## VOLUNTEER- Multiple Events, London-

- Attended London Fusion(by European Union)-Business Models Workshops 2014
- Attended London Fusion(by European Union)-Digital Marketing Workshops 2014

## VOLUNTEER-Charity Organisations, London.

- Community Hospice Charity shop, Greenwich -assistant floor manager Nov-Dec 2012
- 'Cooltan Arts' Charity Organization, Elephant & Castle -administration and events Sep 2012 -2014  
'Certified Walk Leader'

## **ACHIEVEMENT & REWARDS:**

- Winner of GCU Marketing games (Simulation- Market2win, an online real marketing environment for various fashion brands to compete with each other. A brand which achieves highest profit, wins) in GCU. Feb-April, 2014
- Participated and awarded- 'Services in the city (Open data) Design Jam'-generating business models at 'London Fusion' funded by the European Union, 3 June 2014
- Participated and awarded in Student Leaders Program at Development level, at GCU, 2014

## **LANGUAGES KNOWN**

English (Fluent), French (Intermediate), German (Intermediate) Hindi (Fluent) and Gujarati (Intermediate)

