

Deepali Bhatnagar

Indore, MP

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Professional Summary

Versatile Communication and Soft Skills Trainer with expertise in digital & Performance marketing, content strategy, and social media management to drive brand visibility and business growth. Proven track record in designing impactful training and leading targeted outreach campaigns. Committed to empowering professionals and elevating organizational success through integrated communication and digital strategies.

Work Experience**Vector Skill Academy, Indore**

Soft Skill Trainer & Content Strategist

August 2025 – Present

- Structured training content to be practical, applicable, and results-driven, enabling real-time improvements in employee performance.
- Led multiple outreach campaigns focused on lead generation and brand visibility in the education and corporate sectors.
- Continuously engaged in outreach activities by visiting select colleges and handling meetings to increase business and enrolment for the academy.
- Maintained and managed official social media handles to boost company growth and visibility, while developing the core content strategy across platforms.
- Performed diverse roles within the organization including content creation, digital marketing strategy, and corporate training delivery.
- Specialized in writing Meta-specific ad content for Facebook and Instagram campaigns, optimizing ad effectiveness and engagement.
- Developed content for website optimization, enhancing SEO and improving user experience and conversion rates.
- Provided continuous training to company employees on best practices in communication skills.
- Conducted workshops and sessions on performance digital marketing metrics and effective communication.
- Collaborated with multiple departments to align training content with corporate goals and marketing trends.

Indore International Law College, Indore (M.P.)

Assistant Professor

January 2024 – July 2025

- Developed and taught courses in Economics, Foreign Trade, Organisation behaviour and Communication, emphasizing analytical and interpersonal skills.

- Continuously organized seminars and campaigns for marketing the college, enhancing outreach and visibility.
- Engaged actively in organizing various campaigns including moot court competitions, legal aid campaigns across native villages, and other events.
- Consistently worked to enhance students' skills to improve their employability through targeted workshops and mentoring.
- Maintained continuous engagement with the college to address its marketing needs and student development initiatives.
- Organized academic and extracurricular activities to boost student engagement and professional readiness.

Hike Education Pvt. Ltd, Mumbai

Business Development Manager

June 2023 – November 2023

- Led strategic outreach initiatives, collaborating continuously with multiple universities to expand enrolment pipelines and increase brand presence.
- Partnered with various internal departments including operations, admissions, and technical teams to ensure a seamless and efficient onboarding process for new students.
- Analysed competitive market trends and performance metrics to craft and implement data driven sales and marketing strategies that optimized lead generation and conversion rates.
- Delivered personalized counselling and maintained strong relationships with prospective students and stakeholders, ensuring sustained business growth and customer satisfaction.
- Utilized communication skills to coordinate cross-functional efforts and drive targeted outreach campaigns resulting in increased engagement and enrolment success.

Education

- MBA. Marketing & Hr, KK Vigyan College, DAVV, 2024-2026
- M.A. Economics, School of Economics, DAVV, 2021-2023
- B.SC. Computer Application, Institute of Professional Studies, DAVV, 2018- 2021
- Senior Secondary Examination, Model H S School, Lakhnadon, 2016 - 2017

Projects & Certifications

- Food inflation in India: Causes and Cures
- Impact of Ukraine war on Food Inflation

- International Conference: Review of Global Trends of Economic Growth and Indian Strategy Through Entrepreneurship Development
 - International Conference: Gender Justice Transgression To Transition
 - Certification in Train the Trainer Program
 - In -Digital Marketing
 - In- Marketing Analytics and Retail Business Management
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Skills

Digital Marketing (SEO, SEM, PPC), Performance Marketing, Content Marketing, Communication & Corporate Training, Business Development, Soft Skills Development, LinkedIn Strategy, Social Media handling, Data Analytics, Client Relationship Management, Workshop Facilitation, Presentation Skills