

JIGYASA MALHOTRA

SKILLS

- Entrepreneurship
- Branding & Development
- Content Writing
- Brand Strategy & Design
- Client Management
- Event Management

OBJECTIVE

“To convert a founders mission into a brand, through communication, design and creativity”

Educational Qualifications

**1. Msc. Marketing Communications |
University of Huddersfield, United
Kingdom | 2016-2017**

Merit with Distinction in Research

**2. B.A English Literature (Hons.) |
University of Delhi, India | 2013- 2016**
Second division

**3. Advanced Diploma in French |
Alliance Française De Delhi, India |
2013-2015**

**4. Commerce with Mathematics (12th
Grade) CBSE | G.D. Goenka Public
School, India | 2011-2013**

Overall : A2

**5. Science with Computer Applications
(10th Grade) ICSE | Hopetown Girls'
School | 2009-2011**

Overall : A2



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WEBSITE

WWW.BATHCANDYCO.COM

INSTAGRAM:

@JIGYASA_BATHCANDYCO

- **Founder & Director | Bath Candy Co. | July'18- Present**

Key Responsibilities: Product formulations and ideas, Product design, content & marketing. Logistics and warehousing, Brand associations, website development, brand curation.

Key Skills: Entrepreneurship, brand management and curation, product design and development, marketing, client management, warehousing and logistics

Highlight: The company is well recognised in the Indian market as both a wellness & bath and body brand.

- **Marketing & Communications Manager | Bohca, Restaurant & Bar | October'17 – Present**

Key Responsibilities: Social media marketing (Instagram content, Facebook), Content Design & Brand Curation, Creative Directions, Marketing campaigns, Direct marketing, Guest relations management, Press releases and PR events

Key Skills: Social media content curation, Guest communications, Brand communications, Content writing and designing, campaign curation

- Highlight: 'Love Scotch' international event curation at Bohca, Various successful marketing campaigns.

- **Social Media Representative | University of Huddersfield |**
October'16- August'17

Key Responsibilities: Marketing university student lives, blogging regularly, video event coverage, social media organic content, student support, marketing campaigns.

Key Skills Content writing, V-logging, Digital content creation, student interaction, social media influence.

-Highlight: Influenced admission of 3 international students via social media –

- **YouTube Video Marketing Project | University of Huddersfield |**
July'17- August'17

Key Responsibilities: Content production of student life, social media influence. Social media posts, Video content production, marketing via videos.

Key Skills: Prospective student's interaction, Insight into student lives, marketing via video platforms.

- **Founder & Chief Marketing | Bath Candy Co. |**
June' 15- July'16

Key Responsibilities: Founded handmade skin care brand, marketing and acquisitions, brand management.

Key Skills: Brand building, social media marketing, client acquisitions, financial management, supplier management

- Highlight: Founded a brand with 500 clients with customised product

• Business Development Manager | The Makeoverz | January'14- May'14

Key Responsibilities: Client acquisitions, brand management, marketing

Key Skills: Public relations, communications, event management, brand image management

- Highlight: Assisted in the brand launch in Beauty & Cosmetic Trade Show, India -

• Marketing Intern | QS (Quacquarelli Symonds) | October' 2013- December'13

Key Responsibilities: Assisting marketing event, social media promotion, invitations management

Key Skills: Communications, event management, public relations. -

Highlight: Achieved target of 70 signed invitations and social

❖ Featured in Vanity Mag, as Brand Of the month

❖ Going Global Conference, LONDON '2017

❖ Marketing Course Representative: Post Graduate Magazine, University of Huddersfield

❖ Host of International Festival

❖ Features : Incredible India TV Advert, TLC Advert, Uncommonsense Films- Webseries

❖ Representing International Students to meet Her Royal Highness **Princess**

Beatrice of York

REFERENCES

**Chaitanya Mathur | Co-founder, The Grub Fest & Director,
Bohca Delhi**

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**Matt Christie International Development Officer
Middle East and South Asia**

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**Katherine Garside DipCAM (MComms)
Marketing Officer, University of Huddersfield**

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