

Vaishnavi Jha

London, NW6 7QP | +447760234069 | vaishnavijha20@gmail.com | [linkedin.com/vaishnavijha20](https://www.linkedin.com/vaishnavijha20)

EDUCATION

MSc Marketing, Queen Mary University, London

Sept 2023 - Sept 2024

- Researched and analysed marketing plans to improve KFC's delivery services and app engagement in the UK by 15%.
- Selected for the School of Business and Management Spring Consulting Program – SBM Consult.

PG Diploma - Advertising & Public Relations, Indian Institute of Mass Communication

Jul 2018 - Apr 2019

- Collaborated with UNICEF India to develop and implement a 360-degree media strategy to raise awareness of child rights.

Journalism (Hons), Delhi University, India

Jun 2015 - May 2018

- Formulated creative ideas and concepts for a documentary on female bodybuilding.
- Authored a dissertation paper on 'Korean cultural products - popularity and acceptance in India.'

MARKETING EXPERIENCE

Social Media and Content Creation Intern, Inforens, London

Dec 2023 - Present

- Research, create, edit, and shoot social media content to boost engagement and drive conversions.

Founder, AurJewels, India

May 2022 - Mar 2023

Founded an online jewellery brand that donated 20% of the profits to an NGO that supports orphaned and elderly individuals.

- Generated 60+ sales in 3 months, with a profit margin between 30-60% on each sale through social media platforms.

Chief Sub-Editor and Social Media Manager, NDTV Goodtimes, India

Dec 2021 - May 2023

Goodtimes is a lifestyle and entertainment broadcast channel with an online presence. Accomplished the following tasks:

- Improved communication, created engaging editorial content, and boosted engagement by 25% through innovative content solutions, resulting in a permanent position within a month.
- Analyzed user behaviour, identified pain points, and tailored content to meet consumer's needs.
- Reported on current events, published articles, conducted interviews, and anchored for TV and social media.
- Launched 8 new series, including yoga, fashion, wellness, GTrending and beauty. Collaborated with celebrities, networked with PR companies, and onboarded advertising clients and brands.
- Acquired design skills by designing layouts and producing digital shows and media content for 3 TV shows.
- Travelled internationally to cover a 3-day event - 'Destination Wedding Planners Congress and Insider.'

Digital Marketing Executive, Indians Favourite, India

Jul 2016 - Mar 2019

A home-based e-commerce startup in Delhi with an aim to empower 'Made in India' products across 28 states of India.

- Focused on business development, negotiated to onboard stakeholders, and built client relationships. Saw an initial growth of 15% in 2 months.
- Implemented digital media strategies to promote website products as a content developer.
- Initiated a new vertical to promote 'low shelf-life products' on the platform.

FURTHER WORK EXPERIENCE

Junior Account Executive, AvianWE Media, India

Aug 2019 - Dec 2019

- Executed tasks as a Public Relations personnel. Networked and managed media relations with journalists to secure media coverage for clients, including Deloitte India and Shardul Amarchan Law Firm.

Volunteer, Art of Living, India

Jan 2016 - Mar 2016

- Coordinated and led a team of 200 members to attract 3 million attendees for the 'World Cultural Festival.' Served as the International Protocol Head Coordinator for high-profile delegates from over 120 countries.

OTHER SKILLS AND INTERESTS

- **IT:** intermediate-level Word, Excel, and PowerPoint, Editing tools – Canva, Inshots, Premiere Pro, Instagram.
- **Online certification** in nutrition from Stanford. **Certified Yoga Trainer** with 200 hrs training certification from Mysore, India. Conducted workshops as a corporate trainer on "Stress Management through Yoga" for multinational companies.