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Did you mean : [VIDUSHI GULATI](#)<https://EDUCATION> › Jagannath Institute of Management Studies  
BBA

New Delhi • 2022-2023

## WORK EXPERIENCE :

**Hindustan Unilever**

Trailblazer Program • Gurgaon

10 July 2023

- Developed and implemented a customer loyalty program that increased repeat business by 10%
- Analyzed market trends and competitor activity to identify growth opportunities and develop competitive strategies.
- Reduced inventory holding costs by 15% by optimizing stock levels for stockists.
- Guided 30+ marketing executives in achieving their targets.

**Freelancer**

Social Media Marketing • Remote

2023

- Developed and implemented a comprehensive social media strategy for the brand, resulting in 25% follower growth (from 30k to 37k) within 6 months.
- Created and scheduled a captivating content calendar, including daily tarot card readings, inspiring quotes, and interactive polls, leading to a 30% increase in average engagement rate.
- Successfully managed and responded to a growing online community, maintaining a positive brand image.
- [https://www.instagram.com/tarot\\_station/?utm\\_source=ig\\_web\\_button\\_share\\_sheet&igshid=OGQ5ZDc2ODk2ZA==](https://www.instagram.com/tarot_station/?utm_source=ig_web_button_share_sheet&igshid=OGQ5ZDc2ODk2ZA==)

**Urban Company**

Business Development Associate • Gurgaon

2022

- Acquired 10+ new clients in 3 months for lead purchase and purchased more than 500000 leads.
- Created the pricing strategies for products available in the mobile application.
- Created 20+ marketing campaigns on Instagram and Facebook.

**Supari Studios (Flipkart)**

Digital marketing Intern • remote

2023

- Proactively proposed content ideas aligned with marketing objectives and current trends, contributing to creative brainstorming sessions.
- Tracked key metrics such as follower growth, engagement rates, and click-through rates to measure the effectiveness of content and campaigns.
- Responded to comments and messages on Instagram, YouTube, and Twitter in a timely and professional manner, addressing customer inquiries and resolving issues efficiently.

**VIDUSHI GULATI**

Highly motivated and results-oriented digital marketing professional with a proven track record of success in various marketing roles. Demonstrated expertise in channel management, market research, campaign execution, and influencer marketing. Adept at analyzing customer insights, and developing effective marketing strategies. Passionate about utilizing data and analytics to drive measurable results and exceeding business objectives.

**Location:** G-27/183 sec 3 rohini delhi[VIDUSHIGULATI8438@GMAIL.COM](mailto:VIDUSHIGULATI8438@GMAIL.COM)**Ph:** 9667103376**Linkedin:** [www.linkedin.com/in/vidushi-gulati](https://www.linkedin.com/in/vidushi-gulati)**Related searches :****Technical Skills**

- Microsoft Office
- HTML
- CSS
- SEO
- Digital marketing

**People Also Ask :****ACADEMIC PROJECTS****Uncertainty Rise of Innovation**

- Presented a research paper at the International Conference on the topic "Impact of COVID-19 on Dating Applications." 2022
- Assessed the key factors contributing to the increase in usage of dating applications.
- explored the impact on user behaviour and platform features.

**Slum Research Project, Indian Council of Social Science Research (ICSSR)**

- Contributed to slum development initiative by the Government and Surveyed 100+ people living in slums of North Delhi. 2021
- Examined the resilience and resourcefulness of individuals overcoming obstacles in informal settlements.
- Explored the importance of community-based initiatives and empowering individuals living in informal settlements

Search For: **ACHIEVEMENTS**

- University Ranked 6 in academic scores.