

RASHI KHETAN

ABOUT ME

Motivated and performance-driven brand strategist skilled at defining innovative approach and evaluating marketing strategies with experience in social media management, digital campaigns, account management and branding. Effective communicator with leadership qualities and a proven ability to succeed in a fast-paced, rapidly changing and deadline-driven environment.

EDUCATION

Bachelor of Journalism & Mass Communication and Sociology 2017-2021
Thames International College affiliated to Tribhuvan University.
Percentage on Grade: 70%

HIGHER SECONDARY
2017 - 12th Grade (CBSE)-D.A.V. School, Kathmandu, Nepal.
Percentage on Grade: 70%

SECONDARY
2015- 10th Grade (CBSE)- D.A.V. School, Kathmandu, Nepal.
Percentage on Grade: 84%

EXPERIENCE

Sept 2018- Oct 2018	VMAG- Social Media Intern <ul style="list-style-type: none">Assisted in website content creationWorked closely with the social media manager for content calendar planning and communication goals for Instagram
Feb 2020-present	Fellowship with Ekal Abhiyan Nepal
June 2021-Sept 2021	Caregiver Saathi- Digital Marketing Intern <ul style="list-style-type: none">Developed and owned social media strategy and content for Instagram and increased the followers by up to 20%Converted long format content (blogs, podcasts) into micro-content suitable for each channelDeveloped Medium blogs to re-surface existing content and drive engagementClosely worked with design and content team for website revamping projectWorked on webinar execution and handled end-to-end operations of the webinarOwned the design and content for the yearly Greif Handbook edition
Dec2021- Jan 2022	Barbeque Nation- Digital Marketing Intern <ul style="list-style-type: none">Worked closely on the UI research for the app to increase engagementHandled content strategy to increase social media reach across platforms
	Solid Performers- Freelancing Project <ul style="list-style-type: none">Wrote CRM blogs following SEO's best practices and increased the reach organically in 1 month.Worked on Video editing for YT using tools such as Wondershare Filmora
Feb 2021-present	Pepper Content- Freelancing Project BitClass- Freelancing Project

CONTACT

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Feb 2022-May 2022

Ittisa- Digital Marketing Agency

- Created and scheduled content for a data intelligence brand- Apollo.io to increase employer branding
- Worked on end-to-end influencer marketing and onboarded 50+ influencers for a pet brand- Dogsee chew
- Developed ad and post copies for "Tansen Cement" to increase followers across social media platforms.
- Created unifying content buckets to build brand awareness and consideration for "Dogsee Chew"
- Implement engaging story content buckets and grew engagement up to 30%
- Wrote blogs for a brand "Himalayan Natives" following SEO best practices
- Proofread and edited blogs following SEO guidelines

May-present

Social Panga- Digital Marketing Agency

- Organized a Twitter banter for a leading smartphone brand in India with 10+ leading brands.
- Ideated copy and design based on product promotion for a leading smartphone brand.
- Developed brand architecture, positing, strategy, and brand guidelines along with a packaging toolkit for a leading bakery vertical.
- Conducted extensive user research, and competitive reviews alongside the UI developers for an FMCG and successfully launched the website on Shopify.
- Worked end-to-end with UI/UX developers for two of the leading Law and Dental colleges in Bangalore for a website revamping project.
- Implemented and approached strategy, campaign plans, market-launch plans, and communication for various skincare, FMCG, healthcare, publishing, and luxuriant lifestyle industries while pitching over 10+ brands over a period of 10 months.
- Pitched content communication, strategy, market-launch plans, and social media strategy to over 10+ brands such as skin care, FMCG, healthcare, publishing, and luxuriant lifestyle brands.

SKILLS

- Brand Communication Strategy
- Campaign Management
- UI/UX Research
- Creative & Compelling storyteller
- Extensive consumer and market research
- Analytical and problem-solving mindset
- Strategic thinker
- SEO, SMM
- Interpersonal & Communication skills
- Multi-tasking
- Leadership & Teamwork
- Microsoft Office : MS Word, MS Excel, MS PowerPoint

Accomplishments

- SEO Foundation LinkedIn Learning
- Google Ads Essential Training, LinkedIn Learning
- Social Media Management from Facebook.
- Writing and Editing: Word choice and Word order from the University of Michigan.
- Google Ads-Search, Shop, & Video Ads Certification