

## MARKETEER

# Hello, I'm Garima Dhawan.

Ambitious and creative team builder who prepares marketing plans and objectives.

## Experience

DEC 2019-CURRENT

### Rapido, Bangalore

#### INFLUENCER MARKETING SPECIALIST

- Develop and execute influencer marketing strategies and creative campaigns
- Identify and build relationships with prominent influencers and thought leaders
- Attend relevant events for networking and business purposes brainstorm new, creative approaches for influencer campaigns
- Keep abreast of emerging trends, technologies and influencer Research relevant industry experts, competitors, target audience and users

### Grextar, Bangalore

#### COMMUNITY MANAGER

- Plan, execute and scale promotional activities to drive community engagement to increase resident occupancy.
- Analyse the performance of all marketing programs to identify the best opportunities for optimisation.
- Manage community within established cost constraints to organise events at scale and maintain effective communication.
- Other activities include- PR, social media, events, and content creation.

### Buzzooka, Noida

#### STRATEGY MANAGER

- Coordinate with multiple influencers for the execution of campaigns, working on pitches and ensuring smooth Content Execution.
- Built daily campaigns, scrubbed customer data and uploaded files to Autodialer
- Responsible for strategising, planning, executing and managing end-to-end campaigns for all the existing brands.

JUNE 2019-OCT 2019

JULY 2018-JUNE 2019

## CONTACT

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Bangalore, India

## EDUCATION

July 2017 - May 2018

### Journalism in Multimedia.

Indian Institute of Journalism and  
New Media, Bangalore — Post  
Graduation in Multimedia Journalism

June 2012 - May 2015

### Bachelor in Mass Communication

Jagannath Institute of Management  
Science, Delhi

## SKILLS

- Content Writing
- Strategy Insights
- Campaign Strategy
- Consumer Behaviour Analytics
- Public Relations

## PUBLIC ARTICLES

- [How to leverage influence marketing?](#)
- [Full of Vibrancy](#)
- [Feminism for me is a fair society](#)
- [Honouring people with special needs](#)

# Experience Continued

JULY 2018-DEC 2018

DEC 2017-JAN 2018

FEB 2016-JAN 2017

NOV 2014-OCT 2015

## The Agency Reporter, Noida

EDITOR

- Pioneer employee with Buzzoka's new venture Agency Reporter, that aims to be all in one repository for digital marketing professionals.
- Helped them gain their initial 10k+ organic followers.
- Managing and creating content for our WordPress based website featuring press releases, interviews, guest articles & case studies.

## The Statesman, Kolkata

FEATURE WRITER

- I kept a tab on media mentions and kept clients abreast about the latest developments in the industry.
- I called potential media houses and pitched new plans for promotion and marketing.
- Analysed data and worked on reports for the clients. Hope Monkey, South Delhi — Marketing executive Nov 2014 - Sept 2015
- Built a community of woman committed to creating a happy and safer life for all girls and women in Delhi.
- Worked with a team on a promotional event on Women Empowerment (Limitless)
- Did ground promotions in major Delhi University women colleges (such as SRCC, Stephens, Miranda etc) as well as online promotions.

## Wooplr, Bangalore

CRM EXECUTIVE

- I was part of the “Customer Happiness Team” since its inception.
- Single-handedly responsible for the company’s support base of 2 million.
- Ideating and executing new process flow for better customer service.

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## VOLUNTEER

AIESEC  
Sep 2013 to Aug 2014

Did Market Research about the prospective clients for AIESEC programs along with getting new clients on board.

## LANGUAGES

English



Hindi

