



# Garima Dhawan

## Influencer Marketeer

I am a mission oriented, forward thinking, multi-platform storyteller obsessed with combining great ideas and strategic insights to deliver measurable results.

### CONTACT

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### EDUCATION

#### Journalism(Multimedia)

2017 - 2018  
Indian Institute of  
Journalism and New  
Media, Bangalore

#### Mass Communication

2012 - 2015  
Jagarnath Insitute of  
Management Science,  
Delhi

### EXPERTISE

- Campaign Management
- Social Media Versatility
- Content Curation
- Competitive Analytics

### LANGUAGES

English ●●●●●  
Hindi ●●●●●  
German ●

### PROFESSIONAL EXPERIENCE

#### Sr. Client Servicing Manager

Big Bang Social, New-Delhi, India | Jan 2021 - Aug 2021

- Responsibilities include rate card negotiations, influencer onboarding, campaign execution & campaign analysis across all verticals.
- Making A/B tests and monetizing campaigns to set good practices for the market.
- Campaign Management of a monthly pool of approximately 100 influencers,focused on performance and driving the client's growth within the Indian market.

#### Influencer Marketing Manager

Rapido, Bangalore, India | Jan 2020 – Jan 2021

- Under leadership of head of Marketing, I lead end to end campaigns involving Influencers.
- Paired with multiple stakeholders to create guidelines for influencers to help them generate impactful content.
- Ran monthly retrospective meetings across all stakeholders to overlook key learnings or failures and plan better way forward.

#### Community Manager

Grextter, Bangalore, India | Jun 2019 – Nov 2019

- Building the community while looking out for opportunities to get the local community involved in collaborative platforms/ events like Open Mic, Human Library and many more).
- Hosting end to end physical and offline events.
- Partnering up with various local communities for sponsorship & tie-ups while managing their social media presence.
- Work collaboratively with cross-functional partners across initiatives.

#### Jr.Strategy Manager

Buzzoka, Noida, India | Jul 2018 – Jul 2019

- Learn and deploy right combination of influencer to its target market and assist in execution.
- I was also part of the strategy team to develop influencer pitches & presentation deck for the business.