



PROFILE SUMMARY

Marketing strategist with 5 years experience. Track record in successful campaign management & effective brand development strategies, across multiple channels. Proficient in digital brand crafting & content strategy. A results-driven, collaborative professional who thrives in fast-paced environments.

AREAS OF EXPERTISE

Branding & Identity	Campaign Management	Visual Communication	Presentation Skills
Content Writing	Social Media Management	Microsoft & MacOS	Photoshop & Canva

WORK EXPERIENCE

CONTENT MARKETING & SEO

Jan to Aug, 2023

Events 365 - Toronto, Canada

- Implemented on-page & off-page blog SEO, resulting in an increase in organic traffic to the website

DIGITAL CONTENT STRATEGY

3yrs - 2020 - Present

Freelance

- Curated social media content for clients in diverse industries across countries, such as India & Kuwait
- Executed successful social media strategies, resulting in **increased organic engagement** and brand awareness for clients in the food & beverage, and beauty industries
- Designed visual worlds for businesses, including branding, messaging, and marketing collaterals, creating a cohesive and impactful brand image
- Conducted regular performance analysis to measure campaign success, identify areas for improvement, and implement necessary adjustments
- Managed project timelines and budgets to ensure timely and on-budget delivery of services

SENIOR MANAGER - BRAND STRATEGY

3yrs - 2019 - 2022

The Glitch, a VMLY&R company

- Spearheaded digital campaigns for personal care, fashion, and entertainment brands, to achieve growth in sales and market share
- Crafted compelling copy & visuals for social media, balancing legal constraints with persuasive messaging, to drive conversion to sales for Kingfisher Ultra Witbier
- Optimized content strategy for Lakmé, with A-B testing to boost digital brand reach by 10%
- Implemented social media campaigns with Later, a scheduling and analytical software to streamline posting, culminating in growth in engagement, followers and impressions
- Localized e-commerce activation for Nike, on Myntra & Flipkart, resulting in increased organic page visits and reach
- Liaison between cross-functional teams, facilitating communication and ensuring alignment to meet project goals and objectives

BUSINESS DEVELOPMENT EXECUTIVE

1yr - 2017 - 2018

Ellement Company

- Drove 17% revenue increase through sales management and business development efforts
- Conducted market research and analyzed industry trends to identify growth opportunities
- Executed successful marketing strategies, including influencer partnerships and social media campaigns, resulting in increased brand awareness
- Managed sales team, providing training and support to achieve targets and grow client base

EDUCATION

PG Ontario College Certificate- Brand Management

2022 - 2023

Seneca Polytechnic- School of Marketing, Toronto, Canada

Bachelors of Mass Media - Advertising

2016 - 2019

Usha Pravin Gandhi College of Arts, Science & Commerce, Mumbai

High School - Humanities, ISC

2015

Jamnabai Narsee School, Mumbai