

PROFILE

Eager and passionate marketing professional with a background in Branding, Digital Marketing, Advertising and Content Writing. Driven team player with strong interpersonal skills. Excellent communicator with substantial experience in developing highly effective and customer-driven digital marketing campaigns.

SKILLS OVERVIEW

- Brand Management
 - Social Media Management
 - Advertising
 - Digital Marketing
 - Search Engine Optimisation (SEO)
 - Content Writing
 - Photography
 - Language Skills- English (Fluent), Indonesian Bahasa (Beginner), Hindi (Native), French (Beginner)
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CAREER EXPERIENCE

Blue Frogs, Client Servicing Executive, India

Blue Frogs is one of the leading digital marketing agencies in the national capital of India.

Core Responsibilities

- Assisted clients with business planning, branding, advertising, and marketing. Increased the monthly sales from \$9,000 to \$13,000 in just three months
- Increased social media followers by an average of 20 percent, resulting in a \$5,000 gain in online sales as a result of a considerable improvement in brand awareness
- Handled an average of 6 clients from a variety of different sectors
- Conceptualised and written content for websites, social media campaigns, and blogs.

Sakal Media Group, Multimedia Producer, India

Sakal Media Group is the largest privately held media company in Maharashtra and one of the largest in India. The group's newspapers and publications, which are published in both Marathi and English, have a combined readership of more than 6 million people.

Core Responsibilities

- Introduced a new website layout that resulted in a 15% increase in readership
 - Contributed to the administration of social media accounts as well as the company website
 - Introduced new formats of content to reach out to a wider audience which resulted in all time high website traffic.
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EDUCATION & TRAINING

Symbiosis International University, India

Master's in Mass Communication & Journalism (6.95 GPA, 2:1)

2018-2020

Viraasat, Dissertation documentary on smuggling of Artefacts

Core subjects

Audio Visual Communication

Digital Multimedia and Digital Technologies

Online and Social Media Tools

Business of Media

Key Achievements

Represented college on national level competition and won the best photographer award

Amity University, India

Bachelor's in Mass Communication & Journalism (5.68 GPA, 2:2)

2015-2018

Core subjects

Professional Communication

Advertising Strategies

Public Relation and Corporate Communication