

Objective

Experienced marketing and administrative professional with 4+ years of hands-on experience across customer service, admin support, and digital marketing. Holds a post-graduate degree in Marketing Management from Seneca Polytechnic. Skilled in campaign management, influencer marketing, public relations, and cross-functional collaboration. Adept at enhancing customer experiences, optimizing internal operations, and driving brand success through strategic marketing initiatives.

Experience

Mgadz | Sales and Marketing Manager (Sept'24 – June'25)

- Client Acquisition & Relationship Management: Identify and engage potential clients, build strong client relationships, and ensure satisfaction and loyalty.
- Sales Growth & Proposal Development: Create tailored proposals, present them effectively, and drive revenue by achieving sales targets.
- Collaboration & Strategy: Work closely with internal teams to develop client solutions and contribute to strategic business development planning.
- Performance & Team Development: Analyze sales performance for optimization, provide training, and share best practices to support team growth.

Canvest | Social Media Coordinator (March'24 – Sept'24)

- Developed and curated engaging posts, photos, and videos, increasing social media engagement by 57% and driving 33% growth in followers.
- Fostered relationships by interacting with followers, responding to comments, and engaging with the online community, resulting in a 67% improvement in customer satisfaction and retention.
- Analyzed performance metrics to identify successful content and refined strategies to enhance engagement and reach.

Jack and Jones | Brand Ambassador (Oct'23 – Feb'24)

- Represented the brand in-store, providing exceptional customer service and promoting product features to enhance customer engagement.
- Assisted in visual merchandising, ensuring brand standards were maintained and store displays were consistently appealing.
- Contributed to achieving sales targets through upselling and personalized customer interaction.
- Gathered customer feedback and reported insights to the marketing team for continuous improvement in brand strategies.

Memofix | Logistics Coordinator (Oct'23 – April'24)

- Coordinated daily shipping and receiving operations, ensuring timely and accurate order fulfillment.
- Managed inventory levels and maintained records to support smooth warehouse and distribution activities.
- Communicated with suppliers, couriers, and internal teams to resolve delays and streamline logistics processes.
- Utilized logistics software and tools to track shipments, generate reports, and improve operational efficiency.

Pulpkey | Senior Account Executive (Sept'22 – Sept'23)

- Managed and nurtured relationships with key clients, providing strategic guidance and ensuring satisfaction.
- Developed and curated engaging posts, photos, and videos for various social media platforms for Rebel Group Influencer and Celeb Marketing.
- Implemented and monitored marketing campaigns, coordinating with internal teams and external partners, resulting in a 34% increase in campaign efficiency and 56% growth in lead generation.

- Developed and managed paid media campaigns on platforms like Google Ads, Facebook Ads, and LinkedIn, achieving an ROI of 4:1.

GoPromoto | Influencer Marketing Executive (Sept'20 – Aug'22)

- Cultivated and maintained relationships with key influencers and content creators, ensuring alignment with the brand's objectives and target audience.
- Led the planning and execution of influencer marketing campaigns, including identifying suitable influencers, negotiating contracts, ensuring deliverables are met, and measuring campaign performance.
- Conducted keyword research, on-page optimization, and technical SEO, resulting in a 65% improvement in organic search rankings.

Education

Seneca Polytechnic – Marketing Management (2023 – 2024)

SGGSCC, Delhi University – Bachelor of Commerce (2017 – 2020)

Skills & Abilities

Campaign Management | Public Relations | Media Planning and Optimization | Influencer Marketing | Paid Media and SEO | Social Media Marketing | Digital Content Marketing | Effective Communication | MS Office (Excel, PowerPoint)