

AVNI SINGH

8920739547

Product Marketing, Brand and Content Strategy,

aavnisingh08@gmail.com

Content Solutions, Campaign & Brand Communications

SUMMARY

For more than three years, I have been involved in the intersection of content strategy, brand communications, influencer marketing, and brand solutions, assisting brands in establishing their identities, engaging their audiences, and developing significant connections.

I am currently seeking opportunities to expand creative boundaries, cultivate impactful brand experiences, and produce content that authentically resonates. Whether it involves crafting high-impact campaigns, enhancing brand narratives, or embracing novel creative challenges, I remain consistently enthusiastic about actualizing innovative ideas.

EDUCATION

Bharati Vidyapeeth, Pune

MA in English
2025 - Ongoing

IIM Visakhapatnam

Executive Program - Strategic Digital Marketing
Applied Analytics
2025- Ongoing

IBS Gurgaon

Masters in Business Administration & PGPM
2016 - 2018

Jaipuria Institute

Bachelors of Business Administration
2013 - 2016

SKILLS

- Strong organizational and time-management skills
- Canva, Hootsuite, Inshot, VN editor
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Instagram & Youtube Marketing
- Content Creation
- Analytics & Reporting

CERTIFICATIONS

- Creative Thinking: Techniques & Tools for Success, by Imperial College London
- Social Media Marketing by Meta
- Business Analysis by LinkedIn
- Managing the company of the future by London Business School
- Social Media Content Creation by FilterCopy associated with MyCaptain.
- Communication Skills by TCSiON.

PROFESSIONAL EXPERIENCE

I have been freelancing and walked on an entrepreneurial journey since 2023. - GIVA, MIA by Tanishq, Foxtale, Open Secret

Marketing Coordinator

Protiviti | 2022 - 2023

- Product Marketing
- Client Servicing
- Content Ideation & Strategy
- Corporate Communications
- Campaign Marketing

Senior Social Media Executive

Innovist | 2022 - 2022

- Influencer Marketing
- Video Content Creation
- Community Engagement
- Content Development

Senior Social Media Executive

SUGAR Cosmetics | 2021 - 2022

- YouTube Marketing
- Content Ideation & Strategy
- Instagram Marketing
- Campaign Marketing

Dyson Expert

Dyson India | 2019 - 2019

- I monitored social media and online sources for industry trends.
- It has increased customer satisfaction by resolving product-related issues.

Marketing Specialist

BAIDU India | 2018 - 2018

- Identified appropriate marketing channels and target customers for campaigns.
- Planned and executed events and marketing programs, producing goals of qualified leads.