

AVNI SINGH

8920739547

Brand Communications, Client Servicing,

aavnisingh08@gmail.com

Content Strategy, Campaign & Social Media Marketing

SUMMARY

A results-driven marketing professional with 3 years of diverse experience in brand communications, campaign & content strategy, and social media marketing. Proven expertise in developing and executing impactful digital marketing strategies across platforms, including LinkedIn, to drive brand visibility and engagement.

I am skilled in collaborating with cross-functional teams, managing influencer campaigns, and optimizing content to align with business objectives.

Adept at leveraging data-driven insights to enhance marketing performance and deliver measurable results. A dynamic, creative thinker with a strong background in building successful campaigns for brands across various industries.

EDUCATION

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.
- Advanced Excel by Career Technocraft Private Limited.

PROFESSIONAL EXPERIENCE

Marketing Coordinator

Protiviti | 2022 - 2023

- LinkedIn 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.
- Devised Google questionnaires, surveys, and open forum discussions to generate real-time data collection from the target demographic.

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.
- Conducted research to analyze customers' behavior, including preferences, and trends