



Meenakshi

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SKILLS

- Marketing Communications
- Digital Marketing
- Brand Management
- Campaign Management
- Client Management
- Creative Briefs
- Presentations
- Account Management

CERTIFICATIONS

- Twitter flight school by Twitter
- Google digital unlocked by Google digital garage
- Digital skills: Digital marketing by Accenture
- Facebook Ads by Meta

TOOLS

- Google analytics
- Hootsuite
- HubSpot
- Meltwater
- LinkedIn Campaign Manager
- MS Office (PPT, Excel & Word)
- SemRush
- Facebook Ads Manager
- Photoshop
- Adobe After Effects

EDUCATION HISTORY

IIM Rohtak - Executive Program (2023 - P)

- Strategic Digital Marketing and Analytics

MAMC - GGSIPU (2019-2021)

- Specialisation in corporate communications, Integrated marketing communications and advertising.

BJMC - Vivekananda Institute of Professional Studeis (2015-2018)

- Studied Advertising, PR, Marketing communications and design strategies.

WORK EXPERIENCE

SOCIAL MEDIA EXECUTIVE

Adglobal 360 - Hakuhodo

August 2022- Present

- Developing and managing social media marketing communication for accounts like Startup India, TVS, Tata Motors Finance, and E-solutions.
- Define and deliver an integrated SMM plan for regional-specific campaigns to target key audiences. Contribute to the content, and oversee design strategy for digital and print collaterals.
- Create and manage client's social media strategy/outreach plans.
- Worked and onboarded Nutrella Soya Chunk with a full-fledged marketing plan.
- Monitor performance and KPIs to demonstrate impact through the media monitoring tool Meltwater.
- Pitch new concepts to existing clients, based on specifically identified needs of the client. Provide creative and strategic recommendations for growth plans for clients, and identify new opportunities.
- Collaborate closely with the creative and production teams regarding their output, client projects, new business, etc.
- Work in a highly analytical, results-oriented environment with strong internal & external stakeholder interaction. Communicate with clients to understand briefs. Review and share weekly JSRs with clients.
- Prepare monthly reports.
- Worked on National-level campaigns like National Startups Awards, National Startup Day, Sapno Ki Udaan, and Investor Connect.

CONTENT & SOCIAL MEDIA ASSOCIATE

OpenSense Labs

June 2021 - August 2022

- Led SMM for a B2B (SaaS) product, Drupal, and any prospects related to the same. Developed and managed a clear targeting strategy for social media prioritizing a detailed understanding of Drupal.
- Created content for website, landing pages, newsletters, and SEO-friendly blogs.
- Analyzed and monitored campaign performance through Google Analytics.
- Managed and reviewed design collaterals, scheduling, and ORM through Hootsuite.
- Handled paid campaigns for social and performed lead-generation campaigns through Mailchimp. Handled CEO LinkedIn for brand promotions.
- Developed end-to-end communication with stakeholders for internal & external communication. Achieved a target of 500% growth on LinkedIn followership.
- Leveraged social media platforms to build employer branding and visibility.
- Planned & presented Monthly and Quarterly plans.
- Tracked business performance through data and insights while actively managing employee behaviors.

SOCIAL MEDIA MARKETING TRAINEE

Face of Artz

Dec 2020 - April 2021

- Design & own the overall branding strategy of social media channels defining the role of each platform. Performed leads generation campaigns through MailChimp. Created editorial calendars and scheduled content for each channel.
- Worked with accounts like Khadi Natural, The Woman's Company, Sadhev, and Bombay Shaving Company. Developed and maintained end-to-end client communication while collaborating with respective stakeholders.

GRAPHIC ASSOCIATE

Brand priest

Oct 2018 - March 2019

- Managed social media and worked on design strategies for Bharatiya Janata Yuva Morcha (BJYM). Delivered and oversee collaterals for online & offline channels like SM posts, banners, hoardings, leaflets and menus.

PROJECTS AND RESEARCH WORK

- Quantitative research on "Student's awareness of e-learning platforms for education."
- Qualitative research on "Brand image and rebuilding consumer buying behavior during pandemic: A case study of AMUL."
- IMC mix campaign on brand Zydus wellness for college project.
- Advertising campaign for monster.com under college project.